NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. SEPT. 1, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,130 15.6				9,480 16.2		9,650 16.5					7,660 13.1			
			The Avengers ®				Guns of Will Sonnett ®			The Outcasts ®				Dick Cavett Show			
AVERAGE AUDIENCE (Households (000) & %)			5,970 10.2				8,370 14.3		7,430 12.7					4,800 8.2			
SHARE OF AUDIENCE %			22	8.4* 19 *		12.1* 25 *	27		23	12.7* 23 *		12.7* 23 *		17	9.1* 18 *		7.3* 16 *
AVG. AUD. BY ¼ HR. %			8.3	8.4	11.7	12.5	13.9	14.8	12.5	12.9	13.0	12.4		9.4	8.7	7.7	6.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,100 24.1				12,460 21.3		14,510 24.8		13,860 23.7			13,220 22.6			
			Gunsmoke ®				Lucy Show ®		Mayberry R.F.D. (Philip Morris) ®		Family Affair (P & G) ®			Jimmie Rodgers Show ®			
AVERAGE AUDIENCE (Households (000) & %)			10,240 17.5				10,880 18.6		12,870 22.0		12,640 21.6			9,130 15.6			
SHARE OF AUDIENCE %			38	15.8* 36 *		19.3* 40 *	35		40		40			33	16.8* 34 *		14.4* 33 *
AVG. AUD. BY ¼ HR. %			14.9	16.6	19.3	19.3	17.9	19.3	21.2	22.8	21.6	21.5		17.0	16.5	14.5	14.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,650 16.5		15,500 26.5												
			Monday Theater "FLIM-FLAM MAN"							NBC Major League Baseball (ST. LOUIS VS HOUSTON, 8:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			8,190 14.0		7,140 12.2	9.8* 21 *		12.5* 24 *		12.2* 22 *		12.2* 23 *			13.7* 27 *		12.8* 28 *
SHARE OF AUDIENCE %			32		24												
AVG. AUD. BY ¼ HR. %			13.4	14.4	9.4	10.1	12.6	12.5	12.6	12.1	12.2	12.2		14.2	13.3	13.2	12.4
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,370 14.3				8,780 15.0		8,890 15.2					6,320 10.8			
			The Avengers ®				Guns of Will Sonnett ®			The Outcasts ®				Dick Cavett Show			
AVERAGE AUDIENCE (Households (000) & %)			6,080 10.4				7,430 12.7		6,840 11.7					4,150 7.1			
SHARE OF AUDIENCE %			20	10.3* 21 *		10.6* 19 *	22		20	11.2* 19 *		12.1* 21 *		14	7.8* 14 *		6.5* 13 *
AVG. AUD. BY ¼ HR. %			10.3	10.3	10.6	10.6	12.4	13.0	10.6	11.8	12.2	12.1		8.2	7.3	7.1	6.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,100 24.1				11,820 20.2		14,160 24.2		14,570 24.9			14,390 24.6			
			Gunsmoke ®				Lucy Show ®		Mayberry R.F.D. (Gen. Foods) ®		Family Affair (Philip Morris) ®			The Singers			
AVERAGE AUDIENCE (Households (000) & %)			9,890 16.9				10,180 17.4		12,640 21.6		13,220 22.6			10,300 17.6			
SHARE OF AUDIENCE %			33	15.3* 31 *		18.5* 34 *	30		37		39			34	18.4* 34 *		16.9* 35 *
AVG. AUD. BY ¼ HR. %			14.6	16.0	18.2	18.9	16.8	18.0	20.8	22.4	22.3	22.8		18.8	18.0	17.5	16.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,470 17.9		15,270 26.1				17,260 29.5								
			Country Happening (Mrs. Paul's Kitchens)		Jack Paar and His Lions						NBC Monday Night at the Movies "MASQUERADE" (9:00-11:00PM) ®						
AVERAGE AUDIENCE (Households (000) & %)			8,310 14.2		11,880 20.3	18.9* 34 *		21.6* 37 *	9,070 15.5	16.0* 28 *		13.4* 23 *			16.8* 31 *		15.8* 33 *
SHARE OF AUDIENCE %			29		36				28								
AVG. AUD. BY ¼ HR. %			13.7	14.7	18.2	19.7	21.6	21.6	17.3	14.6	13.8	13.1		16.5	17.1	15.9	15.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	39.1	41.7	43.1	44.9	47.7	50.0	51.8	54.2	54.7	55.5	54.7	54.0		50.8	48.8	45.2	43.4
WK 2	42.7	44.7	47.1	50.1	53.9	56.4	57.3	59.3	58.1	57.7	58.1	58.1		54.9	53.5	49.9	46.8

U.S. TV Households: 57,000,000 † For Sponsorship Detail, See Program Index. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 56-59 Ⓡ Repeat, See page 4. Ⓑ Originated in Black & White.

EVE. • MON. SEPT. 8, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. SEPT. 2, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,100 22.4					9,130 15.6		12,750 21.8				9,830 16.8			
			Mod Squad ®					N.Y.P.D. ®		Under the Yum Yum Tree				Dick Cavett Show			
AVERAGE AUDIENCE (Households (000) & %)			9,420 16.1					8,130 13.9		10,000 17.1				6,550 11.2			
SHARE OF AUDIENCE %			32	15.1* 33 *		17.1* 32 *		25		30	15.6* 27 *		18.6* 33 *	24	12.0* 24 *		10.4* 24 *
AVG. AUD. BY ¼ HR. %			14.4	15.8	17.5	16.7		13.8	13.9	14.8	16.4	18.4	18.9	12.6	11.3	11.2	9.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,690 21.7					13,920 23.8				9,890 16.9		7,250 12.4			
			Lancer ®					Liberace Show				Doris Day Show ®		CBS News Special "ORDEAL OF ANATOLY KUZNETSOV" (10:00-11:00PM) (Co-sponsor)			
AVERAGE AUDIENCE (Households (000) & %)			9,300 15.9					9,830 16.8				8,830 15.1		4,150 7.1			
SHARE OF AUDIENCE %			32	14.3* 31 *		17.4* 33 *		30	16.2* 29 *		17.3* 30 *	26		15	8.1* 16 *		6.1* 14 *
AVG. AUD. BY ¼ HR. %			13.4	15.2	17.3	17.6		15.7	16.7	18.0	16.7	14.7	15.5	9.2	6.9	6.1	6.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,650 16.5					11,120 19.0		16,260 27.8							
			Star Trek ®					Julia ®		First Tuesday							
AVERAGE AUDIENCE (Households (000) & %)			6,080 10.4					9,650 16.5		8,370 14.3							
SHARE OF AUDIENCE %			21	10.0* 22 *		10.8* 20 *		29		27	13.7* 24 *		13.0* 23 *		16.2* 33 *		14.2* 32 *
AVG. AUD. BY ¼ HR. %			10.1	9.8	10.5	11.1		15.3	17.8	14.2	13.2						
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,330 24.5					8,620 14.4				7,140 12.2		6,960 11.9			
			Mod Squad ®					Around the World of Mike Todd ®				N.Y.P.D. ®		Dick Cavett Show			
AVERAGE AUDIENCE (Households (000) & %)			10,760 18.4					5,440 9.3				6,200 10.6		4,560 7.8			
SHARE OF AUDIENCE %			35	16.4* 33 *		20.5* 37 *		16	9.8* 17 *		8.7* 15 *	18		15	7.9* 16 *		7.8* 16 *
AVG. AUD. BY ¼ HR. %			14.8	17.9	20.0	20.9		10.4	9.3	8.7	8.8	10.2	10.9	8.1	7.7	7.8	7.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,290 21.0					11,760 20.1				10,350 17.7					
			Lancer ®					Liberace Show						CBS News Special "THE MAKING OF A PRESIDENT" (9:30-11:00PM) (Xerox)			
AVERAGE AUDIENCE (Households (000) & %)			9,130 15.6					8,720 14.9				5,850 10.0					
SHARE OF AUDIENCE %			30	15.2* 31 *		16.1* 29 *		26	14.7* 25 *		15.1* 26 *	18	11.2* 19 *		10.3* 18 *		8.6* 17 *
AVG. AUD. BY ¼ HR. %			15.1	15.2	15.8	16.3		14.4	14.9	15.2	15.0	11.8	10.5	10.8	9.7	8.5	8.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,180 15.7					13,810 23.6		22,460 38.4							
				Project 20 "MIRROR OF AMERICA" (Electric Co. Adv. Prog.) ®				Julia ®				NBC Tuesday Night at the Movies ® "GHOST AND MR. CHICKEN" (9:00-11:00PM)					
AVERAGE AUDIENCE (Households (000) & %)			5,790 9.9					11,820 20.2		14,510 24.8							
SHARE OF AUDIENCE %			19	9.6* 20 *		10.2* 18 *		35		44	22.2* 38 *		25.4* 43 *		26.3* 47 *		25.1* 50 *
AVG. AUD. BY ¼ HR. %			10.3	8.8	10.0	10.4		18.4	21.9	21.6	22.9	25.3	25.6	26.1	26.6	27.1	23.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	44.1	44.6	44.9	47.5	52.4	54.1		54.6	57.5	57.5	58.0	57.2	57.1	51.2	48.4	45.3	42.5
WK 2	43.2	45.1	47.7	50.7	54.3	56.0		56.9	59.0	58.4	59.2	58.5	58.5	57.1	54.8	52.8	47.1

U.S. TV Households: 57,000,000 † For Sponsorship Detail, See Program Index. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 56-59 Ⓡ Repeat, See page 4. Ⓑ Originated in Black & White.

EVE. • TUE. SEPT. 9, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. SEPT. 3, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,830 / 15.1					6,380 / 10.9		12,690 / 21.7							
			Here Come the Brides ®					King Family		ABC Wednesday Night Movies ® "LOST COMMAND" (9:00-11:30PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)			6,670 / 11.4					5,440 / 9.3		6,080 / 10.4							
SHARE OF AUDIENCE %			23	10.5* / 22 *		12.3* / 24 *		17		21	11.7* / 21 *		11.4* / 20 *		10.6* / 20 *		9.6* / 20 *
AVG. AUD. BY ¼ HR. %			10.1	10.8	11.9	12.6		9.4	9.2	11.0	12.3	11.8	11.0	10.7	10.4	9.7	9.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,170 / 19.1					9,240 / 15.8		14,270 / 24.4		13,460 / 23.0		13,100 / 22.4			
			Tarzan ®					Good Guys ®		Beverly Hillbillies ®		Green Acres (Co-sponsor ®)		Hawaii Five-O ®			
AVERAGE AUDIENCE (Households (000) & %)			7,430 / 12.7					8,010 / 13.7		12,520 / 21.4		11,990 / 20.5		11,120 / 19.0			
SHARE OF AUDIENCE %			26	12.1* / 26 *		13.3* / 26 *		26		39		37		38	19.5* / 38 *		18.4* / 38 *
AVG. AUD. BY ¼ HR. %			12.1	12.2	12.6	14.0		13.0	14.4	21.2	21.7	20.1	20.9	19.6	19.4	19.1	17.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,040 / 24.0							12,990 / 22.2				8,780 / 15.0			
			The Virginian ®							Kraft Music Hall (Kraftco)				The Outsider ®			
AVERAGE AUDIENCE (Households (000) & %)			9,300 / 15.9							8,780 / 15.0				6,670 / 11.4			
SHARE OF AUDIENCE %			32	14.0* / 30 *		15.1* / 30 *		18.6* / 35 *		27	14.5* / 26 *		15.5* / 28 *	23	12.1* / 23 *		10.7* / 22 *
AVG. AUD. BY ¼ HR. %			13.7	14.2	15.0	15.2	16.3	18.9		14.9	14.0	12.6	13.3	12.7	11.4	10.9	10.4
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,600 / 14.7				5,790 / 9.9			11,230 / 19.2							
			Underseg World of Jacques Cousteau ® "LEGEND OF LAKE TITICACA" (Armstrong)				King Family ®			ABC Wednesday Night Movies ® "MARCUS WELBY, M.D." (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			6,030 / 10.3				4,860 / 8.3			6,960 / 11.9							
SHARE OF AUDIENCE %			20	9.8* / 21 *		10.8* / 20 *	15			22	11.4* / 19 *		12.1* / 21 *		12.0* / 22 *		12.0* / 24 *
AVG. AUD. BY ¼ HR. %			10.0	9.5	10.7	11.0	8.1	8.5		11.2	11.7	12.1	12.1	12.0	12.0	12.2	11.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,120 / 17.3				10,410 / 17.8			12,870 / 22.0		12,050 / 20.6		13,510 / 23.1			
			Tarzan ®				Good Guys ®			Beverly Hillbillies ®		Green Acres (P & G) ®		Hawaii Five-O ®			
AVERAGE AUDIENCE (Households (000) & %)			7,080 / 12.1				9,240 / 15.8			11,290 / 19.3		10,760 / 18.4		10,650 / 18.2			
SHARE OF AUDIENCE %			24	10.8* / 23 *		13.4* / 25 *	28			33		32		35	18.2* / 34 *		18.2* / 37 *
AVG. AUD. BY ¼ HR. %			10.1	11.6	12.9	14.0	15.0	16.5		18.7	19.9	18.9	18.0	17.7	18.7	19.2	17.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,680 / 26.8							13,160 / 22.5				9,130 / 15.6			
			The Virginian ®							Kraft Music Hall (Kraftco)				Monsanto—Lena Horne (Monsanto)			
AVERAGE AUDIENCE (Households (000) & %)			10,060 / 17.2							9,540 / 16.3				6,610 / 11.3			
SHARE OF AUDIENCE %			33	15.2* / 32 *		16.5* / 31 *		19.9* / 35 *		28	16.4* / 28 *		16.3* / 28 *	22	12.5* / 23 *		10.1* / 20 *
AVG. AUD. BY ¼ HR. %			14.5	15.9	16.2	16.8	19.6	20.1		16.8	16.0	16.6	15.9	13.1	11.8	10.4	9.8
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	43.4	44.5	45.6	47.8	49.8	51.4	52.5	54.0	54.7	56.2	56.2	56.0	53.0	51.0	49.2	47.2	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	44.5	46.3	46.4	48.8	52.3	54.1	55.7	57.3	58.7	59.9	58.9	56.9	54.3	53.0	51.6	47.6	

U.S. TV Households: 57,000,000 † For Sponsorship Detail, See Program Index. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 56-59 Ⓡ Repeat, See page 4. Ⓑ Originated in Black & White. (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • WED. SEPT. 10, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. SEPT. 4, 1969

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			10,300 17.6				13,750 23.5		11,520 19.7					9,070 15.5			
				ABC Super Saturday Club Special				Bewitched ®			This is Tom Jones ®				It Takes a Thief ®			
	AVERAGE AUDIENCE (Households (000) & %)			7,200 12.3				12,290 21.0		8,370 14.3					7,490 12.8			
	SHARE OF AUDIENCE %			26	10.9* 24 *		13.6* 27 *	38		25	14.1* 24 *		14.5* 25 *		13.0* 25	24 *		12.5* 26 *
	AVG. AUD. BY ¼ HR. %			10.5	11.4	13.4	13.9	20.1	21.9	14.1	14.1	15.0	14.1		13.2	12.9	12.8	12.2
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			8,780 15.0		7,200 12.3				13,570 23.2								
				Animal World (Kal Kan)			The Prisoner ®				CBS Thursday Night Movies ® "ALL HANDS ON DECK" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			7,720 13.2		4,270 7.3				8,480 14.5								
	SHARE OF AUDIENCE %			29		14	7.8* 15 *		6.7* 12 *	27	13.9* 24 *		14.5* 25 *		15.3* 28 *			14.2* 29 *
	AVG. AUD. BY ¼ HR. %			13.4	13.0	8.4	7.1	6.5	7.0	13.6	14.2	14.7	14.3		15.7	14.9	14.3	14.1
WEEK 2	**NBC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			11,350 19.4				14,510 24.8				11,350 19.4		13,400 22.9				
				Daniel Boone ®				Ironside ®				Dragnet ®			Dean Martin Presents Golddiggers			
	AVERAGE AUDIENCE (Households (000) & %)			7,900 13.5				11,000 18.8				10,410 17.8			9,890 16.9			
	SHARE OF AUDIENCE %			28	11.3* 25 *		15.6* 31 *	33	17.6* 32 *		20.0* 34 *	31			18.0* 33	33 *		15.9* 33 *
	AVG. AUD. BY ¼ HR. %			10.8	11.8	14.8	16.5	17.0	18.2	19.8	20.2	17.3	18.3		18.3	17.6	16.4	15.3
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			8,190 14.0		10,120 17.3		16,260 27.8		15,500 26.5					10,000 17.1			
				Flying Nun ®		That Girl ®		Bewitched ®			This Is Tom Jones ®				It Takes a Thief ®			
	AVERAGE AUDIENCE (Households (000) & %)			6,900 11.8		8,720 14.9		14,270 24.4		11,470 19.6					7,610 13.0			
	SHARE OF AUDIENCE %			25		29		45		36	19.9* 36 *		19.4* 36 *		27	13.2* 26 *		12.8* 28 *
	AVG. AUD. BY ¼ HR. %			11.6	12.0	13.7	16.1	23.2	25.6	20.3	19.6	19.5	19.2		13.6	12.8	12.9	12.6
WEEK 2	**CBS TV**																	
	TOTAL AUDIENCE (Households (000) & %)			7,660 13.1		7,550 12.9				11,060 18.9								
				Animal World (Kal-Kan)			The Prisoner ®				CBS Thursday Night Movies ®Ⓑ "MADISON AVENUE" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			6,550 11.2		4,620 7.9				6,550 11.2								
	SHARE OF AUDIENCE %			24		15	7.4* 15 *		8.5* 16 *	22	10.5* 19 *		11.3* 21 *		11.9* 24 *			11.1* 24 *
	AVG. AUD. BY ¼ HR. %			10.9	11.5	7.7	7.1	8.4	8.5	10.7	10.4	11.1	11.5		11.7	12.1	11.9	10.2
WEEK 2	**NBC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			15,090 25.8				13,750 23.5						11,170 19.1				
				Second Bill Cosby Special (P & G) ®						Prudential on Stage "HALE OF THE SPECIES" (Prudential) ®					Dean Martin Presents Golddiggers			
	AVERAGE AUDIENCE (Households (000) & %)			10,060 17.2				7,370 12.6							8,370 14.3			
	SHARE OF AUDIENCE %			35	15.7* 33 *		18.8* 37 *	23	13.7* 25 *		12.4* 23 *		11.7* 22 *		14.6* 30	29 *		14.1* 31 *
	AVG. AUD. BY ¼ HR. %			14.7	16.6	18.6	19.0	14.5	13.0	12.5	12.3	11.4	12.0		14.7	14.4	14.2	13.9
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	42.9	44.1	44.5	47.2	49.5	51.5	53.8	56.3	57.7	58.8	57.2	56.6		54.8	52.7	50.2	46.9
	TV HOUSEHOLDS USING TV (See Def. 1) WK 2	40.3	42.4	45.8	49.0	50.4	51.6	53.4	54.6	54.8	54.5	54.1	53.8		50.7	49.0	47.9	44.2

U.S. TV Households: 57,000,000 † For Sponsorship Detail, See Program Index. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 56-59 Ⓡ Repeat, See page 4. Ⓑ Originated in Black & White.

EVE. • THU. SEPT. 11, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. SEPT. 5, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,780 13.3		8,600 14.7				9,130 15.6				7,140 12.2				
			Let's Make a Deal		John Davidson Show				Judd, for the Defense ®				Dick Cavett Show				
AVERAGE AUDIENCE (Households (000) & %)			6,550		5,380				6,900				5,210				
SHARE OF AUDIENCE %			11.2		9.2	8.6*		9.8*	11.8	11.2*		12.4*	8.9	9.3*		8.5*	
AVG. AUD. BY ¼ HR. %			28		20	20 *		20 *	23	22 *		24 *	19	19 *		18 *	
			10.6	11.7	8.5	8.8	9.6	10.0	10.8	11.6	12.2	12.6	9.4	9.1	8.3	8.7	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,820 18.5				15,210 26.0		17,140 29.3								
			Wild, Wild West ®				Gomer Pyle USMC ®		CBS Friday Night Movies ®Ⓑ "THE STRIPPER" (9:00-11:00PM)								(1)
AVERAGE AUDIENCE (Households (000) & %)			7,490				13,160		11,000								
SHARE OF AUDIENCE %			12.8	11.7*		13.9*	22.5		18.8	20.8*		19.2*		18.5*		16.9*	
AVG. AUD. BY ¼ HR. %			30	29 *		32 *	47		38	41 *		38 *		38 *		36 *	
			11.5	11.8	13.3	14.4	20.8	24.3	21.0	20.6	19.7	18.7	18.9	18.1	18.4	15.4	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,710 16.6				8,780 15.0						6,900 11.8				
			High Chaparral ®						Arthur Rubinstein (Borg-Warner)				The Saint ®				
AVERAGE AUDIENCE (Households (000) & %)			6,790				4,500						5,270				
SHARE OF AUDIENCE %			11.6	10.6*		12.7*	7.7	8.5*		7.2*		7.6*	9.0	8.8*		9.2*	
AVG. AUD. BY ¼ HR. %			28	26 *		29 *	15	18 *		14 *		15 *	19	18 *		20 *	
			10.2	11.0	12.6	12.8	9.0	8.0	7.5	6.9	7.2	7.9	8.8	8.7	8.9	9.5	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,890 15.2		6,790 11.6				6,840 11.7				6,030 10.3				
			Let's Make a Deal		What the Cheering Was All About — College Football's First 100 Years				Judd, for the Defense ®				Dick Cavett Show				
AVERAGE AUDIENCE (Households (000) & %)			7,310		4,040				5,150				3,800				
SHARE OF AUDIENCE %			12.5		6.9	7.2*		6.5*	8.8	8.4*		9.2*	6.5	7.1*		5.9*	
AVG. AUD. BY ¼ HR. %			30		15	16 *		14 *	17	17 *		18 *	13	14 *		12 *	
			11.6	13.4	7.8	6.6	6.5	6.5	8.1	8.8	9.4	9.0	7.4	6.9	5.8	6.0	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,820 20.2				13,810 23.6		13,340 22.8								
			Wild, Wild West ®				Gomer Pyle USMC ®		CBS Friday Night Movies ® "GIGOT" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,130				12,230		8,310								
SHARE OF AUDIENCE %			13.9	12.2*		15.5*	20.9		14.2	13.6*		13.5*		15.5*		14.0*	
AVG. AUD. BY ¼ HR. %			33	29 *		35 *	44		28	27 *		26 *		30 *		29 *	
			12.0	12.4	14.7	16.4	20.2	21.6	13.7	13.6	13.3	13.7	15.4	15.5	14.9	13.2	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)							14,630 25.0						10,180 17.4				
			Who Killed Lake Erie (Sustainer)				Name of the Game ®						The Saint ®				
AVERAGE AUDIENCE (Households (000) & %)							9,890						7,660				
SHARE OF AUDIENCE %							16.9	14.6*		17.6*		18.7*	13.1	13.2*		13.0*	
AVG. AUD. BY ¼ HR. %							34	31 *		35 *		36 *	26	26 *		27 *	
							14.2	14.9	17.0	18.2	18.5	18.9	12.9	13.5	13.2	12.8	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	38.4	38.1	39.4	42.0	42.5	44.6	46.9	49.0	50.0	51.1	51.0	51.3	49.7	48.9	47.8	45.4	
WK 2	36.8	38.1	40.5	42.7	43.6	44.1	46.0	48.4	49.1	50.7	51.4	51.6	51.0	50.9	50.0	47.8	

U.S. TV Households: 57,000,000 † For Sponsorship Detail, See Program Index. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 56-59 Ⓡ Repeat, See page 4. Ⓑ Originated in Black & White. (1) OH WHAT A LOVELY WAR (10:30-11:00PM)

EVE. • FRI. SEPT. 12, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. SEPT. 6, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,250 / 14.1		9,950 / 17.0		13,340 / 22.8				12,460 / 21.3						
			Dating Game		Newlywed Game		← Lawrence Welk Show				→	← Johnny Cash Show			→		
AVERAGE AUDIENCE (Households (000) & %)			7,140 / 12.2		8,480 / 14.5		10,240 / 17.5	17.3*		17.6*	8,950 / 15.3	16.6*			13.9*		
SHARE OF AUDIENCE %			27		28		30	31 *		30 *	26	28 *			23 *		
AVG. AUD. BY ¼ HR. %			11.9	12.5	14.0	15.0	16.6	18.0	18.0	17.2	16.6	16.6		15.1	12.7		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,990 / 22.2				10,760 / 18.4		9,950 / 17.0		14,740 / 25.2						
			← Jackie Gleason Show ® →				My Three Sons ®		Hogan's Heroes ®			← NFL Pre-Season Football (NEW YORK VS MINNESOTA, 9:30-12:30AM) (1)					
AVERAGE AUDIENCE (Households (000) & %)			9,010 / 15.4	14.0*		16.9*	9,480 / 16.2		8,660 / 14.8		6,140 / 10.5	12.0*			11.3*		10.7*
SHARE OF AUDIENCE %			33	31 *		34 *	29		26		20	20 *			19 *		19 *
AVG. AUD. BY ¼ HR. %			13.3	14.6	17.3	16.5	15.9	16.4	14.9	14.7	11.9	12.2		11.6	11.0	11.0	10.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,770 / 16.7		7,550 / 12.9		10,180 / 17.4		18,250 / 31.2				27,090 / 46.3				
			Adam 12 ®		Get Smart ®		Ghost and ® Mrs. Muir			← Timex All-Star Circus (U.S. Time)	→		← Miss America Pageant (10:00-12:00MD)(1)		→		
AVERAGE AUDIENCE (Households (000) & %)			8,420 / 14.4		6,380 / 10.9		9,010 / 15.4		13,050 / 22.3	19.3*		25.2*	20,530 / 35.1	31.2*			36.4*
SHARE OF AUDIENCE %			31		21		28		38	33 *		42 *	62	54 *			63 *
AVG. AUD. BY ¼ HR. %			13.5	15.2	10.6	11.2	15.1	15.7	18.4	20.2	25.8	28.5	29.8	32.4	33.0		34.0
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,610 / 13.0		9,710 / 16.6		12,640 / 21.6				14,860 / 25.4						
			Dating Game		Newlywed Game		← Lawrence Welk Show				→	← NCAA Football (AIR FORCE VS S.M.U., 9:30-12:50AM)(1)					
AVERAGE AUDIENCE (Households (000) & %)			6,260 / 10.7		8,780 / 15.0		9,240 / 15.8	15.2*		16.3*	7,080 / 12.1	13.6*			13.0*		12.1*
SHARE OF AUDIENCE %			23		29		28	28 *		29 *	26	25 *			24 *		22 *
AVG. AUD. BY ¼ HR. %			9.6	11.8	14.6	15.4	14.7	15.7	16.3	16.4	13.8	13.5		13.2	12.8	12.3	11.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,820 / 20.2				12,290 / 21.0		10,530 / 18.0		10,710 / 18.3		12,290 / 21.0				
			← Jackie Gleason Show ® →				My Three Sons ®		Hogan's Heroes ®		Petticoat Junction ®		← Mannix ® →				
AVERAGE AUDIENCE (Households (000) & %)			8,660 / 14.8	14.7*		14.9*	10,650 / 18.2		9,480 / 16.2		9,540 / 16.3		10,000 / 17.1	17.3*			16.9*
SHARE OF AUDIENCE %			31	32 *		29 *	33		28		29		31	31 *			32 *
AVG. AUD. BY ¼ HR. %			14.0	15.4	15.4	14.4	17.7	18.6	16.2	16.2	15.7	16.9	17.1	17.4	17.1		16.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,280 / 3.9		7,550 / 12.9		8,950 / 15.3		17,960 / 30.7										
	Huntley-Brinkley Report		Adam 12 ®		Get Smart ®					← NBC Saturday Night at the Movies ®Ⓑ "TO KILL A MOCKINGBIRD" (8:30-11:15PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)	2,050 / 3.5		6,440 / 11.0		7,900 / 13.5		10,300 / 17.6	14.0*		17.8*		18.3*			19.6*		19.2*
SHARE OF AUDIENCE %	9		24		26		32	25 *		31 *		32 *			35 *		36 *
AVG. AUD. BY ¼ HR. %	3.4	3.6	10.4	11.5	12.6	14.3	13.7	14.3	17.4	18.1	18.5	18.2		19.3	19.9	19.3	19.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	38.9	41.4	43.8	47.8	51.1	53.0	55.0	57.3	58.1	59.5	59.3	59.7	59.8	59.1	57.7		56.5
WK 2	39.8	41.4	43.5	47.6	50.6	52.4	54.6	56.3	57.6	58.5	56.9	56.2	55.4	55.6	54.0		52.6

U.S. TV Households: 57,000,000 † For Sponsorship Detail, See Program Index. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 56-59 Ⓡ Repeat, See page 4. Ⓑ Originated in Black & White. (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • SAT. SEPT. 13, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. SEPT. 7, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,710 / 18.3				16,380 / 28.0												
ABC TV	Land of the Giants ®									ABC Sunday Night Movies® "55 DAYS AT PEKING" (8:00-11:00PM)							
ABC TV AVERAGE AUDIENCE (Households (000) & %)	7,250 / 12.4		12.0*		12.8* / 8,660 / 14.8		13.2*		15.9*		15.1*		15.0*		14.8*		14.9*
ABC TV SHARE OF AUDIENCE %	30		30 *		29 * / 27		26 *		29 *		26 *		25 *		28 *		30 *
ABC TV AVG. AUD. BY ¼ HR. %	11.6	12.5		12.6	13.1 / 13.2		13.3	15.9	16.0	15.4	14.8	15.4	14.6	14.7	15.0	15.0	14.8
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,840 / 13.4		8,310 / 14.2		15,090 / 25.8				17,140 / 29.3				14,680 / 25.1				
CBS TV	Lassie ®		Funtastics Show (Co-sponsor)		Ed Sullivan Show ®					Hee-Haw				Mission: Impossible ®			
CBS TV AVERAGE AUDIENCE (Households (000) & %)	6,550 / 11.2		6,490 / 11.1		10,300 / 17.6		15.0*		20.2* / 37 *	13,750 / 23.5 / 39	22.5* / 39 *		24.6* / 40 *	11,060 / 18.9 / 37	19.8* / 37 *		18.0* / 37 *
CBS TV SHARE OF AUDIENCE %	28		25		33		30 *							20.1	19.5	18.9	17.1
CBS TV AVG. AUD. BY ¼ HR. %	11.0	11.5	11.0	11.3	13.6		16.3	19.8	20.6	21.5	23.4	24.4	24.7				
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,440 / 9.3		15,030 / 25.7				11,580 / 19.8			13,220 / 22.6				9,070 / 15.5			
NBC TV	New Adventures of Huck Finn ®		Walt Disney's World of Color "DAVY CROCKETT AT THE ALAMO" ®				Mothers-in-Law (P & G) ®				Bonanza ®				Battle of Britain		
NBC TV AVERAGE AUDIENCE (Households (000) & %)	4,560 / 7.8		10,350 / 17.7	15.4*			20.0* / 9,770 / 16.7			10,470 / 17.9	18.1*		17.6*	6,260 / 10.7	11.6*		9.9*
NBC TV SHARE OF AUDIENCE %	20		37	35 *			39 * / 31			30	31 *		29 *	21	22 *		20 *
NBC TV AVG. AUD. BY ¼ HR. %	7.4	8.3	14.0	16.8	20.0		20.0	15.7	17.7	17.9	18.4	17.5	17.8	12.2	10.9	9.8	10.0
WEEK 2																	
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,540 / 16.3				11,760 / 20.1				14,570 / 24.9								
ABC TV	Land of the Giants ®					The F.B.I. (Ford)						ABC Sunday Night Movies "ENDLESS SUMMER" (9:00-11:00PM)					
ABC TV AVERAGE AUDIENCE (Households (000) & %)	6,670 / 11.4	10.6*		12.2*	8,660 / 14.8	14.5*		15.1*	7,720 / 13.2	14.7*		14.5*		13.2*		10.4*	
ABC TV SHARE OF AUDIENCE %	26	26 *		25 *	25	25 *		24 *	22	23 *		23 *		23 *		19 *	
ABC TV AVG. AUD. BY ¼ HR. %	10.7	10.5	11.4	13.1	14.2	14.8	15.2	15.1	15.2	14.2	14.7	14.4	13.6	12.8	11.9	8.9	
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,140 / 12.2		9,590 / 16.4		17,020 / 29.1				18,190 / 31.1								
CBS TV	Lassie ®		Archie and His Pals (Bristol-Myers)		Make Room for Grandaddy (Florists Tel.)							NFL Pre-Season Football (BALTIMORE VS DALLAS, 9:00-11:40PMX1)					
CBS TV AVERAGE AUDIENCE (Households (000) & %)	5,910 / 10.1		7,720 / 13.2		12,290 / 21.0	20.3*		21.8*	9,300 / 15.9	16.2*		15.6*		16.6*		16.7*	
CBS TV SHARE OF AUDIENCE %	25		27		35	36 *		35 *	29	26 *		25 *		29 *		31 *	
CBS TV AVG. AUD. BY ¼ HR. %	9.1	11.1	11.9	14.6	19.8	20.9	21.5	22.0	16.5	15.8	15.5	15.7	17.3	15.8	16.4	17.1	
NBC TV TOTAL AUDIENCE (Households (000) & %)			15,800 / 27.0				16,090 / 27.5		22,110 / 37.8				17,260 / 29.5				
NBC TV	Wild Kingdom (7:05-7:30PM) (Sustainer) ®		Wonderful World of Disney "WILD GEESE CALLING"				Bill Cosby Show (P & G)			Bonanza				Bold Ones "NEW DOCTORS"			
NBC TV AVERAGE AUDIENCE (Households (000) & %)			11,170 / 19.1	17.4*		20.7*	14,570 / 24.9		17,900 / 30.6	30.6*		30.7*	13,750 / 23.5	24.2*		22.9*	
NBC TV SHARE OF AUDIENCE %			36	36 *		36 *	40		49	48 *		49 *	42	42 *		42 *	
NBC TV AVG. AUD. BY ¼ HR. %			17.0	17.9	20.4	21.1	23.8	26.0	29.5	31.7	31.4	30.0	24.5	23.9	23.8	22.0	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	38.9	40.4	42.7	45.8	49.2	52.2	53.6	55.8	57.1	59.7	60.7	61.0	54.5	52.0	50.3	48.2	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	39.9	41.4	45.8	50.7	55.7	58.5	61.0	63.2	62.9	63.3	63.3	62.3	59.3	57.1	55.9	51.9	

U.S. TV Households: 57,000,000 † For Sponsorship Detail, See Program Index. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 56-59 Ⓡ Repeat, See page 4. Ⓑ Originated in Black & White. (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • SUN. SEPT. 14, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. SEPT. 15, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,900 11.8					8,190 14.0		7,490 12.8				5,620 9.6			
			← The Avengers ® →					Guns of Will Sonnett		← The Outcasts ® →				← Dick Cavett Show →			
AVERAGE AUDIENCE (Households (000) & %)			4,390 7.5	6.9*		8.1*		7,200 12.3		6,030 10.3	10.3*		10.3*	3,740 6.4	6.8*		5.9*
SHARE OF AUDIENCE %			14	13 *		14 *		20		17	17 *		17 *	12	12 *		12 *
AVG. AUD. BY ¼ HR. %			7.1	6.8	7.9	8.3		11.9	12.8	10.0	10.6	10.4	10.2	7.6	6.0	5.9	5.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,980 23.9				11,000 18.8			13,220 22.6		13,400 22.9		11,580 19.8			
			← Gunsmoke ® →				Lucy Show ®			Mayberry R.F.D. (Philip Morris) ®		Family Affair (P & G) ®		← NFL Football—50th Anniversary →			
AVERAGE AUDIENCE (Households (000) & %)			10,000 17.1	15.7*		18.4*	9,480 16.2			11,700 20.0		11,820 20.2		8,370 14.3	15.4*		13.2*
SHARE OF AUDIENCE %			31	30 *		31 *	26			32		33		28	28 *		27 *
AVG. AUD. BY ¼ HR. %			15.1	16.4	18.6	18.3	15.1		17.4	19.8	20.1	20.0	20.3	15.9	14.8	13.6	12.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,970 27.3		22,000 37.6					21,060 36.0							
			My World and Welcome to It		← Rowan & Martin Laugh-In →					← NBC Monday Night at the Movies "NOBODY'S PERFECT" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)			13,340 22.8		17,140 29.3	28.5*		30.1*		13,280 22.7	22.9*		22.3*		23.4*		22.0*
SHARE OF AUDIENCE %			44		49	49 *		49 *		40	37 *		37 *		43 *		44 *
AVG. AUD. BY ¼ HR. %			21.5	24.1	27.7	29.3	30.4	29.8		23.7	22.2	22.5	22.0	23.4	23.5	23.4	20.6
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,540 16.3			9,420 16.1				11,170 19.1							
			← Music Scene (7:30-8:15PM) →			← New People (8:15-9:00PM) →						← ABC Monday Night Movies "WILD IN THE COUNTRY" ® (9:00-11:00PM) →					
AVERAGE AUDIENCE (Households (000) & %)			6,670 11.4			7,430 12.7				7,370 12.6	12.5*		12.6*		13.2*		12.2*
SHARE OF AUDIENCE %			20			19				20	19 *		19 *		22 *		22 *
AVG. AUD. BY ¼ HR. %			11.3	11.2	11.7	11.3	13.6		13.2	12.8	12.1	12.5	12.7	13.3	13.2	12.9	11.5
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,260 27.8				13,050 22.3			11,470 19.6		10,650 18.2		12,340 21.1			
			← Gunsmoke →				Here's Lucy			Mayberry R.F.D. (Gen. Foods)		Doris Day Show		← Carol Burnett Show →			
AVERAGE AUDIENCE (Households (000) & %)			12,640 21.6	19.8*		23.4*	11,820 20.2			10,710 18.3		9,650 16.5		10,410 17.8	18.0*		17.6*
SHARE OF AUDIENCE %			37	36 *		37 *	31			27		25		31	30 *		32 *
AVG. AUD. BY ¼ HR. %			18.7	21.0	23.1	23.7	20.0		20.5	18.2	18.4	16.4	16.5	17.5	18.4	18.4	16.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,690 21.7		20,010 34.2					22,170 37.9				17,370 29.7			
			My World and Welcome to It		← Rowan & Martin Laugh-In →					← Chrysler Presents the Bob Hope Show (Chrysler) →				← Flip Wilson Show (PEPSICO) →			
AVERAGE AUDIENCE (Households (000) & %)			10,710 18.3		15,330 26.2	24.0*		28.3*		18,660 31.9	31.9*		31.8*	14,330 24.5	25.5*		23.4*
SHARE OF AUDIENCE %			33		41	38 *		43 *		48	48 *		49 *	42	42 *		42 *
AVG. AUD. BY ¼ HR. %			17.3	19.3	23.0	25.0	28.0	28.6		31.6	32.2	32.7	30.9	25.7	25.3	24.4	22.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	44.8	48.0	50.8	53.9	57.6	59.8	61.0	63.0	62.1	62.2	61.0	59.6		56.0	53.2	50.9	48.0
WK 2	46.5	49.4	53.0	56.5	61.1	64.6	65.7	66.4	66.8	66.8	66.0	64.9		60.8	59.5	57.9	52.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 74-77 (R) Repeat, See page B. (B) Originated in Black & White.

EVE. • MON. SEPT. 22, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. SEPT. 16, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,470 17.9					5,620 9.6				5,790 9.9		4,910 8.4			
			Mod Squad ®					Folk Gospel Music Festival				N.Y.P.D. ®		Dick Cavett Show			
AVERAGE AUDIENCE (Households (000) & %)			7,780 13.3					3,100 5.3				5,210 8.9		3,450 5.9			
SHARE OF AUDIENCE %			25	13.1* 26 *		13.5* 24 *		9	5.7* 10 *		5.0* 8 *	15		11	5.9* 11 *		5.9* 12 *
AVG. AUD. BY ¼ HR. %			13.0	13.2	13.7	13.3		5.9	5.5	5.2	4.8	8.5	9.3	6.0	5.7	5.8	6.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,240 17.5					12,690 21.7				7,550 12.9		7,200 12.3			
			Lancer ®					Liberace Show				Doris Day Show ®		60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			7,550 12.9					8,890 15.2				6,730 11.5		5,090 8.7			
SHARE OF AUDIENCE %			24	12.4* 24 *		13.5* 24 *		26	15.2* 26 *		15.2* 26 *	20		16	9.5* 17 *		7.8* 15 *
AVG. AUD. BY ¼ HR. %			12.3	12.5	13.2	13.8		14.9	15.4	15.6	14.8	11.8	11.1	9.8	9.1	8.0	7.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,340 22.8		16,150 27.6			19,770 33.8		25,040 42.8							
			I Dream of Jeannie		Debbie Reynolds Show			Julia		NBC Tuesday Night at the Movies "THE BALLAD OF JOSIE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			11,230 19.2		14,330 24.5			17,670 30.2		18,190 31.1	30.0*		31.2*		32.5*		30.9*
SHARE OF AUDIENCE %			38		44			51		56	50 *		54 *		59 *		61 *
AVG. AUD. BY ¼ HR. %			18.0	20.3	23.5	25.5		28.5	30.9	29.2	30.9	31.6	30.7	32.0	32.9	32.3	29.4
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,340 22.8				17,080 29.2							15,850 27.1			
			Mod Squad						Movie of the Week "SEVEN IN DARKNESS"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			10,940 18.7				12,340 21.1							13,750 23.5			
SHARE OF AUDIENCE %			32	17.4* 31 *		19.9* 33 *		19.7* 31 *		21.8* 35 *		21.8* 37 *		46	23.6* 44 *		23.4* 48 *
AVG. AUD. BY ¼ HR. %			16.6	18.3	19.8	19.9	19.4	20.0	21.8	21.7	22.0	21.6		22.9	24.2	23.9	22.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,580 21.5				16,090 27.5				11,350 19.4			4,620 7.9			
			Lancer					Red Skelton Hour			Governor and J. J.			CBS News Hour "CHALLENGE IN THE COAL MINES"			
AVERAGE AUDIENCE (Households (000) & %)			9,300 15.9				11,640 19.9				9,950 17.0			3,740 6.4			
SHARE OF AUDIENCE %			27	14.7* 26 *		17.2* 29 *		19.6* 31 *		20.1* 32 *				12			
AVG. AUD. BY ¼ HR. %			14.3	15.1	16.8	17.5	19.6	19.7	20.5	19.7	17.5	16.4		6.8	5.9		
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,000 18.8		11,930 20.4		13,220 22.6		14,510 24.8								
			I Dream of Jeannie		Debbie Reynolds Show			Julia		NBC Tuesday Night at the Movies "TOBRUK" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			9,360 16.0		10,590 18.1		11,760 20.1		8,130 13.9	13.5*		13.1*			14.9*		14.1*
SHARE OF AUDIENCE %			29		30		31		25	22 *		22 *			28 *		29 *
AVG. AUD. BY ¼ HR. %			15.5	16.4	17.2	19.0	20.3	19.8	13.7	13.4	13.3	13.0		15.1	14.6	14.2	13.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	47.0	47.9	49.9	51.8	54.3	57.4	58.9	60.3	59.7	59.4	58.8	57.9		55.2	54.8	52.8	49.0
WK 2	49.2	51.4	54.1	56.9	59.2	61.4	63.7	64.2	63.1	62.0	60.6	58.9		54.5	52.9	50.5	47.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Page 74 (R) Repeat. See page 8 (B) Originated in Black & White

EVE. • TUE. SEPT. 23, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. SEPT. 17, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,890 / 16.9		11,700 / 20.0		13,860 / 23.7			13,920 / 23.8							
Programs			Flying Nun		Courtship of Eddie's Father		Room 222			ABC Wednesday Night Movies® "WHO'S GOT THE ACTION" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			8,370 / 14.3		10,410 / 17.8		12,750 / 21.8			8,250 / 14.1	16.0*		15.3*		13.5*		11.6*
SHARE OF AUDIENCE %			27		30		35			25	26 *		26 *		24 *		23 *
AVG. AUD. BY ¼ HR. %			13.4	15.2	17.0	18.7	21.5	22.0		16.2	15.9	15.5	15.1	13.6	13.4	12.9	10.3
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,870 / 22.0				7,960 / 13.6			11,170 / 19.1		9,770 / 16.7		7,900 / 13.5			
Programs			Dionne Warwick Special (Chevrolet)				Good Guys ®			Beverly Hillbillies ®		Green Acres ®		Hawaii Five-O ®			
AVERAGE AUDIENCE (Households (000) & %)			8,830 / 15.1	14.6*		15.6*	6,730 / 11.5			10,060 / 17.2		8,660 / 14.8		6,440 / 11.0	11.3*		10.8*
SHARE OF AUDIENCE %			27	28 *		26 *	18			28		25		21	20 *		21 *
AVG. AUD. BY ¼ HR. %			14.2	15.0	15.6	15.5	11.2	11.8		16.5	17.9	14.6	15.0	11.6	10.9	11.0	10.5
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			17,080 / 29.2							15,560 / 26.6				16,260 / 27.8			
Programs			The Virginian							Kraft Music Hall (Kraftco)				Then Came Bronson			
AVERAGE AUDIENCE (Households (000) & %)			11,290 / 19.3	17.5*		19.2*		21.2*		11,760 / 20.1	19.4*		20.8*	13,460 / 23.0	23.7*		22.3*
SHARE OF AUDIENCE %			33	33 *		32 *		34 *		33	31 *		35 *	43	43 *		44 *
AVG. AUD. BY ¼ HR. %			16.7	18.3	18.8	19.6	20.9	21.5		19.8	19.0	20.6	20.9	23.9	23.5	23.0	21.6
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			[illegible] / 16.1	18.3	11,380 / 19.8		13,630 / 23.3			15,390 / 26.3	18.0	50.5	50.5	[illegible]	53.2	53.0	51.5
Programs			Flying Nun		Courtship of Eddie's Father		Room 222			ABC Wednesday Night Movies "GUIDE FOR THE MARRIED MAN" (9:00-10:45PM)							
AVERAGE AUDIENCE (Households (000) & %)			8,310 / 14.2		10,300 / 17.6		12,640 / 21.6			11,410 / 19.5	19.9*		20.3*		19.0*		
SHARE OF AUDIENCE %			25		29		33			32	31 *		32 *		33 *		
AVG. AUD. BY ¼ HR. %			13.2	15.2	16.7	18.5	21.6	21.6		19.5	20.3	20.1	20.5	19.4	18.7	18.1	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,100 / 24.1				11,820 / 20.2			12,580 / 21.5				12,750 / 21.8			
Programs			Glen Campbell Hour				Beverly Hillbillies			Medical Center				Hawaii Five-O			
AVERAGE AUDIENCE (Households (000) & %)			10,300 / 17.6	17.8*		17.5*	10,410 / 17.8			9,770 / 16.7	16.6*		16.9*	10,710 / 18.3	17.8*		18.7*
SHARE OF AUDIENCE %			30	32 *		28 *	27			26	26 *		27 *	33	31 *		36 *
AVG. AUD. BY ¼ HR. %			17.5	18.0	17.4	17.6	16.8	18.9		16.6	16.5	16.9	17.0	17.5	18.1	18.7	18.7
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,030 / 27.4							14,510 / 24.8				13,100 / 22.4			
Programs			The Virginian							Kraft Music Hall (Kraftco)				Then Came Bronson			
AVERAGE AUDIENCE (Households (000) & %)			11,760 / 20.1	19.1*		20.3*		21.0*		11,580 / 19.8	19.4*		20.3*	10,060 / 17.2	17.8*		16.5*
SHARE OF AUDIENCE %			33	34 *		33 *		32 *		31	30 *		32 *	31	31 *		31 *
AVG. AUD. BY ¼ HR. %			18.6	19.5	20.2	20.4	21.4	20.6		19.4	19.4	20.0	20.5	18.3	17.3	16.6	16.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1			45.1	47.5	51.2	54.5	57.9	60.4	61.1	63.2	62.6	61.4	59.8	59.3	56.1	54.8	53.4	48.3
WK 2			50.1	52.6	55.1	57.9	60.5	62.8	63.9	65.8	64.4	63.9	63.6	63.1	58.7	57.6	55.4	49.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 74-77 (R) Repeat, See page B. (B) Originated in Black & White.

EVE. • WED. SEPT. 24, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. SEPT. 18, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,530 / 18.0		12,170 / 20.8		15,030 / 25.7		13,510 / 23.1					9,130 / 15.6			
Programs			Ghost and Mrs. Muir		That Girl		Bewitched		This Is Tom Jones ®					It Takes a Thief ®			
AVERAGE AUDIENCE (Households (000) & %)			9,010 / 15.4		11,060 / 18.9		13,690 / 23.4		10,000 / 17.1					6,960 / 11.9			
SHARE OF AUDIENCE %			30		33		37		28	17.5* / 28 *		16.6* / 27 *		12.4* / 22	12.4* / 22 *		11.4* / 22 *
AVG. AUD. BY ¼ HR. %			14.5	16.4	18.0	19.9	23.1	23.7	18.1	17.0	16.9	16.4		12.7	12.1	11.8	11.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,720 / 13.2		10,300 / 17.6				10,710 / 18.3								
Programs			Animal World		Natural History—World "TIME OF MAN"				CBS Thursday Night Movies ®(B) "WORLD, FLESH, & DEVIL" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			6,440 / 11.0		7,610 / 13.0				6,440 / 11.0								
SHARE OF AUDIENCE %			22		22	13.2* / 23 *		12.7* / 20 *	19	9.7* / 15 *		11.3* / 19 *		12.0* / 21 *			11.2* / 22 *
AVG. AUD. BY ¼ HR. %			11.0	10.9	13.0	13.4	13.0	12.5	9.6	9.9	11.1	11.4		12.1	11.9	11.7	10.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,680 / 25.1				18,310 / 31.3				15,560 / 26.6			18,900 / 32.3			
Programs			Daniel Boone				Ironside				Dragnet			Dean Martin Show			
AVERAGE AUDIENCE (Households (000) & %)			10,760 / 18.4				14,450 / 24.7				14,630 / 25.0			15,330 / 26.2			
SHARE OF AUDIENCE %			34	16.7* / 33 *		20.1* / 35 *	39	22.4* / 36 *		27.0* / 43 *	41			49	26.9* / 48 *		25.5* / 49 *
AVG. AUD. BY ¼ HR. %			15.4	17.9	19.7	20.6	21.8	23.1	26.7	27.3	24.3	25.7		26.8	26.9	26.3	24.8
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,490 / 12.8		10,180 / 17.4		12,290 / 21.0		13,630 / 23.3					8,010 / 13.7			
Programs			Ghost and Mrs. Muir		That Girl		Bewitched		This Is Tom Jones					It Takes a Thief			
AVERAGE AUDIENCE (Households (000) & %)			6,490 / 11.1		8,950 / 15.3		11,290 / 19.3		10,180 / 17.4					6,080 / 10.4			
SHARE OF AUDIENCE %			20		25		29		27	17.6* / 26 *		17.1* / 27 *		19	10.8* / 19 *		9.9* / 19 *
AVG. AUD. BY ¼ HR. %			10.7	11.5	14.4	16.2	18.3	20.3	17.6	17.6	17.7	16.6		11.0	10.6	10.0	9.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,630 / 23.3		15,910 / 27.2				18,250 / 31.2								
Programs			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies "THE GUNS OF NAVARONE-PART 1" (9:00-11:00PM) (1)								
AVERAGE AUDIENCE (Households (000) & %)			11,880 / 20.3		12,520 / 21.4				12,290 / 21.0								
SHARE OF AUDIENCE %			37		34	20.8* / 34 *		22.0* / 33 *	35	19.9* / 30 *		21.6* / 34 *			22.4* / 38 *		20.1* / 38 *
AVG. AUD. BY ¼ HR. %			19.3	21.3	20.0	21.7	22.0	22.1	20.0	19.8	21.6	21.6		22.5	22.3	22.3	17.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			20,590 / 35.2								12,110 / 20.7			16,910 / 28.9			
Programs						Ironside Special					Dragnet			Dean Martin Show			
AVERAGE AUDIENCE (Households (000) & %)			12,990 / 22.2								11,230 / 19.2			13,340 / 22.8			
SHARE OF AUDIENCE %			36	18.7* / 34 *		21.5* / 35 *		23.0* / 35 *		25.5* / 38 *	30			41	23.0* / 39 *		22.6* / 42 *
AVG. AUD. BY ¼ HR. %			17.8	19.6	21.3	21.6	22.5	23.6	25.9	25.1	18.8	19.6		22.9	23.1	23.0	22.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	44.2	46.7	48.9	52.4	56.4	59.6	61.8	63.2	62.5	62.7	61.1	61.0		56.8	55.4	53.6	49.8
WK 2	47.3	50.3	53.0	56.9	59.5	62.7	64.3	67.2	67.1	66.5	64.1	63.5		59.2	57.5	55.9	50.5

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 74-77 (R) Repeat, See page B. (B) Originated in Black & White. (1) RATINGS INCLUDE, THE DOT AND THE LINE (10:50-11:00PM)

EVE. • THU. SEPT. 25, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. SEPT. 19, 1969

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV** TOTAL AUDIENCE (Households (000) & %)			8,310 / 14.2		4,620 / 7.9				6,140 / 10.5				5,620 / 9.6				
				Let's Make a Deal			Ethics in Government			Judd, for the Defense ®					Dick Cavett Show			
	AVERAGE AUDIENCE (Households (000) & %)			7,140		2,520				4,910				3,980				
	SHARE OF AUDIENCE %			12.2		4.3		4.9*		3.8*	8.4	7.8*		8.9*	6.8	7.5*		6.2*
	AVG. AUD. BY ¼ HR. %			26		8		10 *		7 *	15	14 *		16 *	13	14 *		12 *
				11.9	12.4	5.7	4.1		3.7	3.8	7.3	8.4	9.0	8.8	7.5	7.4	6.5	5.9
	CBS TV TOTAL AUDIENCE (Households (000) & %)			11,520 / 19.7				13,920 / 23.8		14,040 / 24.0								
				Wild Wild West ®				Gomer Pyle USMC ®		CBS Friday Night Movies ® "MADE IN PARIS" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			8,070				12,870		8,370								
	SHARE OF AUDIENCE %			13.8	11.9*		15.7*	22.0		14.3	14.7*		14.7*		14.6*		13.3*	
	AVG. AUD. BY ¼ HR. %			28	25 *		31 *	41		27	27 *		27 *		28 *		26 *	
				11.7	12.2	14.9	16.4	21.3	22.7	14.7	14.6	14.6	14.7	14.8	14.4	14.1	12.4	
WEEK 2	**NBC TV** TOTAL AUDIENCE (Households (000) & %)			13,810 / 23.6				16,910 / 28.9						15,740 / 26.9				
				High Chaparral						Name of the Game					Bracken's World			
	AVERAGE AUDIENCE (Households (000) & %)			10,060				12,290						12,930				
	SHARE OF AUDIENCE %			17.2	15.3*		19.1*	21.0	19.9*		21.0*		22.0*	22.1	21.9*		22.4*	
	AVG. AUD. BY ¼ HR. %			35	33 *		37 *	38	37 *		38 *		40 *	41	41 *		45 *	
				15.4	15.2	18.6	19.7	20.1	19.8	20.5	21.5	21.9	22.1	21.8	22.0	22.3	23.4	
	ABC TV TOTAL AUDIENCE (Households (000) & %)			8,070 / 13.8		9,480 / 16.2		9,180 / 15.7		10,410 / 17.8				10,940 / 18.7				
				Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town			Here Come the Brides				Jimmy Durante Presents the Lennon Sisters Hour			
	AVERAGE AUDIENCE (Households (000) & %)			7,200		8,600		8,130		8,420				7,900				
	SHARE OF AUDIENCE %			12.3		14.7		13.9		14.4	13.9*		14.9*	13.5	13.0*		14.0*	
	AVG. AUD. BY ¼ HR. %			27		29		26		26	25 *		26 *	24	23 *		26 *	
				11.4	13.2	14.5	14.8	13.5	14.3	13.8	14.0	14.6	15.3	13.0	13.1	13.5	14.4	
	CBS TV TOTAL AUDIENCE (Households (000) & %)			9,950 / 17.0		8,720 / 14.9		11,410 / 19.5		18,540 / 31.7								
				Get Smart		Good Guys		Hogan's Heroes		CBS Friday Night Movies "THE GUNS OF NAVARONE-PART II" (9:00-11:00PM)(1)								
	AVERAGE AUDIENCE (Households (000) & %)			8,190		7,610		9,830		12,990								
	SHARE OF AUDIENCE %			14.0		13.0		16.8		22.2	22.1*		23.6*		24.9*		18.3*	
	AVG. AUD. BY ¼ HR. %			31		25		31		40	40 *		41 *		43 *		34 *	
				13.8	14.3	12.8	13.3	15.8	17.8	21.4	22.7	23.4	23.8	24.5	25.3	21.5	15.1	
	NBC TV TOTAL AUDIENCE (Households (000) & %)			11,230 / 19.2				13,280 / 22.7						12,340 / 21.1				
				High Chaparral						Name of the Game					Bracken's World			
	AVERAGE AUDIENCE (Households (000) & %)			8,190				8,370						8,830				
	SHARE OF AUDIENCE %			14.0	12.9*		15.2*	14.3	15.0*		13.7*		14.1*	15.1	14.3*		15.9*	
	AVG. AUD. BY ¼ HR. %			29	28 *		30 *	26	28 *		25 *		25 *	27	25 *		30 *	
				12.5	13.2	14.8	15.7	15.3	14.8	13.9	13.4	13.9	14.3	14.4	14.3	15.1	16.6	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	45.7	45.9	46.6	47.2	50.0	52.1	53.6	54.9	54.7	54.9	54.9	54.8	53.3	52.6	51.3	49.2
		WK 2	40.2	42.1	44.6	47.0	50.0	52.8	53.5	55.4	55.2	55.5	56.7	58.2	57.7	57.7	55.4	51.9

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 74-77 (R) Repeat, See page B. (B) Originated in Black & White. (1) RATINGS INCLUDE, THE CLOWN (10:40-11:00PM)

EVE. • FRI. SEPT. 26, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. SEPT. 20, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)		5,790 9.9	8,950 15.3		10,120 17.3		14,510 24.8				12,640 21.6						
		NCAA Football Post-Game (7:20-7:30PM)	Dating Game		Newlywed Game		← Lawrence Welk Show				→ Johnny Cash Show →						
AVERAGE AUDIENCE (Households (000) & %)		6,140 10.5	8,010 13.7		9,070 15.5		11,290 19.3	18.8*		19.7*	10,120 17.3	17.6*		17.0*			
SHARE OF AUDIENCE %		24	27		28		33	32 *		33 *	31	31 *		30 *			
AVG. AUD. BY ¼ HR. %		10.5	13.0	14.4	15.3	15.6	18.6	19.1	19.8	19.6	18.0	17.2	17.2	16.7			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,930 20.4				11,350 19.4		10,180 17.4		9,360 16.0		10,880 18.6				
			← Jackie Gleason Show → (R)				My Three Sons (R)		Hogan's Heroes (R)		Petticoat Junction (R)		← Mannix → (R)				
AVERAGE AUDIENCE (Households (000) & %)			8,780 15.0	13.9*		16.1* 17.1	10,000		8,950 15.3		8,370 14.3		8,420 14.4	13.9*		14.9*	
SHARE OF AUDIENCE %			28	27 *		29 *	29		26		25		27	25 *		29 *	
AVG. AUD. BY ¼ HR. %			13.3	14.4	16.3	15.9	16.9	17.3	14.9	15.8	14.1	14.5	13.8	13.9	15.2	14.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,400 4.1		15,270 26.1				12,460 21.3		18,900 32.3								
	(OP) Huntley-Brinkley Report (7:05-7:30PM)		← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies "A COUNTESS FROM HONG KONG" (9:00-11:15PM) (1) →								
AVERAGE AUDIENCE (Households (000) & %)	2,340 4.0		11,290 19.3	18.4*		20.1*	11,170 19.1		12,810 21.9	20.2*		21.6*		23.1*		23.0*	
SHARE OF AUDIENCE %	9		36	36 *		36 *	32		40	34 *		38 *		41 *		44 *	
AVG. AUD. BY ¼ HR. %	3.9	4.0	17.8	19.1	19.8	20.4	18.7	19.4	20.5	19.8	21.3	22.0	23.1	23.1	23.2	22.8	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,540 16.3		10,240 17.5		12,400 21.2				11,410 19.5						
			Dating Game		Newlywed Game		← Lawrence Welk Show				→ Johnny Cash Show →						
AVERAGE AUDIENCE (Households (000) & %)			7,840 13.4		9,240 15.8		9,480 16.2	15.9*		16.4*	9,130 15.6	16.0*		15.2*			
SHARE OF AUDIENCE %			25		28		27	26 *		27 *	26	26 *		26 *			
AVG. AUD. BY ¼ HR. %			12.8	13.9	15.0	16.5	15.7	16.1	16.5	16.4	16.0	16.0	15.7	14.8			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,850 28.8				16,730 28.6		11,820 20.2		10,120 17.3		11,290 19.3				
			← Jackie Gleason Show →				It Was a Short Summer Charlie Brown		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			12,050 20.6	18.6*		22.5*	14,980 25.6		10,650 18.2		9,360 16.0		8,780 15.0	15.1*		14.9*	
SHARE OF AUDIENCE %			38	35 *		40 *	42		30		26		26	26 *		27 *	
AVG. AUD. BY ¼ HR. %			16.9	20.4	22.4	22.7	25.9	25.3	18.1	18.3	15.9	16.1	15.4	14.7	15.5	14.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				11,760 20.1			11,000 18.8		21,290 36.4								
		NBC Major League Baseball (SAN FRANCISCO VS LOS ANGELES, 4:15-7:45PM) (2)		← Andy Williams Show → (7:45-8:30PM)			Adam 12		← NBC Saturday Night at the Movies "SHENANDOAH" (9:00-11:15PM) (1) →								
AVERAGE AUDIENCE (Households (000) & %)		11.8*		8,480 14.5			9,710 16.6		15,330 26.2	23.8*		26.1*		26.6*		27.9*	
SHARE OF AUDIENCE %		28 *		26			27		45	39 *		43 *		45 *		50 *	
AVG. AUD. BY ¼ HR. %	11.1	12.4	13.0	13.9	14.6	15.0	15.7	17.5	23.2	24.3	25.9	26.3	26.4	26.7	27.7	28.1	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	45.9	47.6	49.0	52.8	55.7	56.6	58.0	59.6	59.9	59.5	57.2	56.6	56.1	55.6	53.0	51.1	
WK 2	43.8	47.1	51.4	53.9	56.2	57.4	59.8	61.3	61.1	61.4	61.0	61.3	59.2	58.2	56.2	54.5	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours). (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

(OP) Other Programs: See Pages 74-77 (R) Repeat, See page B. (B) Originated in Black & White. (2) FOR RATINGS, SEE PAGE 51.

EVE. • SAT. SEPT. 27, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SUN. SEPT. 21, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,180 / 15.7					13,100 / 22.4				18,140 / 31.0							
	Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "OUR MAN FLINT" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	6,260 / 10.7					9,650 / 16.5				13,100 / 22.4							
SHARE OF AUDIENCE %	22	9.8* / 21 *		11.6* / 22 *		14.8* / 27	25 *		18.3* / 30 *	39	22.0* / 35 *		22.7* / 37 *		23.0* / 42 *		21.9* / 44 *
AVG. AUD. BY ¼ HR. %	9.3	10.3	11.1	12.1		14.3	15.2	17.8	18.9	22.0	22.0	22.8	22.7	23.2	22.8	22.6	21.2
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	8,780 / 15.0		13,860 / 23.7							10,300 / 17.6				7,370 / 12.6			
	Lassie ®					Royal Family (Sears Roebuck)					Woody Allen Special (Libby, McNeil, Libby)			Mission: Impossible ®			
AVERAGE AUDIENCE (Households (000) & %)	7,310 / 12.5		9,070 / 15.5	15.5*			15.6*		15.2*	7,200 / 12.3	13.3*		11.2*	5,380 / 9.2	9.3*		9.2*
SHARE OF AUDIENCE %	27		27	30 *			27 *		25 *	20	21 *		18 *	18	17 *		18 *
AVG. AUD. BY ¼ HR. %	11.6	13.4	15.5	15.6	15.6	15.6	15.6	14.9		13.6	12.9	11.6	10.9	9.3	9.3	9.3	9.1
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,250 / 14.1		19,830 / 33.9				17,960 / 30.7			18,490 / 31.6				12,990 / 22.2			
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "MY DOG, THE THIEF" PART I				Bill Cosby Show (P & G)				Bonanza			Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	7,370 / 12.6		14,630 / 25.0	22.6*		27.3*	16,500 / 28.2			14,980 / 25.6	25.5*		25.8*	10,530 / 18.0	18.8*		17.2*
SHARE OF AUDIENCE %	27		45	43 *		47 *	45			41	41 *		42 *	34	35 *		34 *
AVG. AUD. BY ¼ HR. %	12.2	13.1	20.9	24.3	27.0	27.7	27.7	28.7		25.3	25.7	25.9	25.6	19.5	18.2	17.7	16.6
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,660 / 14.8					13,280 / 22.7				20,650 / 35.3							
	Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "NEVADA SMITH" (9:00-11:30) (1)							
AVERAGE AUDIENCE (Households (000) & %)	6,260 / 10.7					10,470 / 17.9				14,860 / 25.4							
SHARE OF AUDIENCE %	21	10.4* / 21 *		10.9* / 20 *		28	16.6* / 27 *		19.2* / 30 *	43	24.8* / 38 *		25.2* / 38 *		26.7* / 45 *		26.2* / 47 *
AVG. AUD. BY ¼ HR. %	10.1	10.7	10.5	11.4		16.0	17.1	18.9	19.6	24.5	25.1	25.2	25.1	26.6	26.8	26.5	25.8
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	9,070 / 15.5		10,060 / 17.2			15,620 / 26.7				14,270 / 24.4				10,410 / 17.8			
	Lassie		To Rome with Love			Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	8,250 / 14.1		9,240 / 15.8			10,880 / 18.6			20.0*	10,650 / 18.2	18.7*		17.7*	8,250 / 14.1	14.8*		13.3*
SHARE OF AUDIENCE %	29		29			29	17.2* / 28 *		31 *	28	28 *		27 *	24	25 *		24 *
AVG. AUD. BY ¼ HR. %	13.2	14.9	15.3	16.3		16.1	18.2	20.6	19.4	19.1	18.4	18.1	17.3	15.0	14.7	13.7	13.0
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,480 / 16.2		19,420 / 33.2				16,610 / 28.4			15,030 / 25.7				11,470 / 19.6			
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "MY DOG, THE THIEF" PART II				Bill Cosby Show (P & G)				Bonanza			Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	8,250 / 14.1		14,630 / 25.0	22.7*		27.3*	15,030 / 25.7			12,290 / 21.0	21.0*		21.0*	9,130 / 15.6	16.2*		15.0*
SHARE OF AUDIENCE %	29		43	42 *		44 *	40			32	32 *		32 *	27	27 *		27 *
AVG. AUD. BY ¼ HR. %	13.6	14.5	21.7	23.7	27.1	27.5	25.0	26.4		20.6	21.4	21.7	20.3	16.6	15.8	15.3	14.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	44.5	47.5	50.6	54.5	57.4	58.9	61.4	62.7		62.5	62.0	61.9	60.9	55.4	53.0	51.6	48.8
WK 2	47.2	49.7	52.9	55.9	60.0	62.9	64.2	65.6		65.7	66.5	66.7	64.8	60.7	59.3	57.2	55.2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See Pages 74-77 (R) Repeat, See page B. (B) Originated in Black & White. (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. · SUN. SEPT. 28, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. SEPT. 29, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,060 / 17.2			9,130 / 15.6			11,410 / 19.5				9,950 / 17.0				
			Music Scene (7:30-8:15PM)			New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)			6,840 / 11.7			6,960 / 11.9			8,310 / 14.2	14.2*		14.2*	7,140 / 12.2	13.5*		11.0*	
SHARE OF AUDIENCE %			20			18			22	21 *		23 *	22	23 *		21 *	
AVG. AUD. BY ¼ HR. %			11.9	12.0	11.1	10.3	12.5	12.8	14.4	14.0	14.3	14.0	13.6	13.4	11.6	10.4	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			17,200 / 29.4				13,980 / 23.9		15,390 / 26.3		13,160 / 22.5		13,690 / 23.4				
			Gunsmoke				Here's Lucy		Mayberry R.F.D. (Philip Morris)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			13,340 / 22.8	21.9*		23.6*	12,520 / 21.4		13,690 / 23.4		11,820 / 20.2		11,000 / 18.8	19.3*		18.2*	
SHARE OF AUDIENCE %			38	39 *		38 *	32		35		32		34	33 *		35 *	
AVG. AUD. BY ¼ HR. %			20.9	23.0	23.4	23.9	21.0	21.8	23.1	23.7	20.2	20.2	19.8	18.8	18.7	17.7	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,700 / 20.0		20,770 / 35.5				18,780 / 32.1								
			My World and Welcome to It (Burlington Ind.)		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "DUEL AT DIABLO" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			9,710 / 16.6		16,150 / 27.6	26.0*		29.3*	13,100 / 22.4	23.3*		23.5*		22.1*		20.8*	
SHARE OF AUDIENCE %			30		43	41 *		44 *	37	35 *		37 *		38 *		40 *	
AVG. AUD. BY ¼ HR. %			15.8	17.4	24.5	27.4	28.8	29.7	23.3	23.3	23.5	23.5	23.4	21.8	22.1	18.4	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,720 / 14.9			9,010 / 15.4			10,650 / 18.2				9,300 / 15.9				
			Music Scene (7:30-8:15PM)			New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)			6,200 / 10.6			6,840 / 11.7			8,130 / 13.9	14.1*		13.7*	7,490 / 12.8	13.1*		12.4*	
SHARE OF AUDIENCE %			18			18			23	23 *		22 *	23	23 *		23 *	
AVG. AUD. BY ¼ HR. %			10.3	10.9	10.7	9.9	12.6	12.5	14.3	13.9	13.3	14.0	13.2	13.1	12.8	12.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,850 / 28.8				13,340 / 22.8		14,510 / 24.8		13,510 / 23.1		14,920 / 25.5				
			Gunsmoke				Here's Lucy		Mayberry R.F.D. (Gen. Foods)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			13,630 / 23.3	22.4*		24.3*	11,880 / 20.3		12,870 / 22.0		12,580 / 21.5		11,700 / 20.0	20.8*		19.2*	
SHARE OF AUDIENCE %			39	39 *		39 *	32		35		35		36	37 *		36 *	
AVG. AUD. BY ¼ HR. %			21.3	23.4	24.6	24.0	19.7	21.0	21.7	22.2	21.2	21.8	20.7	20.9	19.7	18.7	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,810 / 21.9		19,480 / 33.3				16,730 / 28.6								
			My World and Welcome to It (Co-sponsor)		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "COUNTERPOINT" (9:00-11:15PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			10,410 / 17.8		15,150 / 25.9	24.3*		27.5*	10,120 / 17.3	17.6*		17.7*		16.9*		17.3*	
SHARE OF AUDIENCE %			31		41	39 *		43 *	30	28 *		29 *		30 *		32 *	
AVG. AUD. BY ¼ HR. %			17.5	18.2	22.9	25.8	27.7	27.2	18.0	17.2	17.8	17.6	17.0	16.9	17.3	17.4	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	47.5	50.3	54.3	57.8	61.5	64.3	65.3	67.0	67.3	66.7	63.6	62.3	58.7	56.6	54.2	49.5	
WK 2	50.0	52.4	56.7	59.2	61.4	62.6	63.3	64.2	62.4	61.7	60.9	61.1	57.5	56.3	54.6	52.1	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • MON. OCT. 6, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. SEPT. 30, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,150 25.9				15,500 26.5							12,810 21.9			
			Mod Squad						Movie of the Week "THE IMMORTAL"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			11,880 20.3				11,880 20.3				20.5* 32 *		20.9* 33 *	11,120 19.0 34	18.7* 33 *		19.2* 36 *
SHARE OF AUDIENCE %			36	18.3* 34 *		22.4* 37 *	32	19.6* 30 *									
AVG. AUD. BY ¼ HR. %			17.4	19.1	21.8	22.9	19.5	19.8	20.6	20.4	21.0	20.7		18.8	18.7	19.1	19.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,990 20.5				16,970 29.0				10,410 17.8			9,010 15.4			
			Lancer						Red Skelton Hour		Governor and J. J.			60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			9,010 15.4				12,170 20.8				9,240 15.8			6,790 11.6			
SHARE OF AUDIENCE %			27	14.9* 28 *		16.0* 27 *	32	20.2* 31 *		21.5* 33 *	25			21	12.5* 22 *		10.6* 20 *
AVG. AUD. BY ¼ HR. %			14.8	14.9	15.7	16.2	19.7	20.7	22.0	20.9	16.0	15.6		13.0	12.1	11.4	9.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,540 16.3		12,050 20.6		14,330 24.5		19,420 33.2								
			I Dream of Jeannie		Debbie Reynolds Show		Julia				NBC Tuesday Night at the Movies "SHAKIEST GUN IN THE WEST" (9:00-11:00PM)						
AVERAGE AUDIENCE (Households (000) & %)			8,250 14.1		10,410 17.8		12,750 21.8		12,750 21.8	19.4* 30 *		22.1* 35 *			23.4* 41 *		22.4* 42 *
SHARE OF AUDIENCE %			26		30		34		37								
AVG. AUD. BY ¼ HR. %			13.5	14.7	17.1	18.6	21.3	22.4	19.0	19.9	22.2	22.1		23.2	23.7	23.2	21.6

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,800 25.3				21,700 37.1						17,370 29.7				
			Mod Squad						Movie of the Week "THE OVER-THE-HILL GANG"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			12,170 20.8				15,680 26.8			26.8* 41 *		28.6* 47 *		15,030 25.7 47	25.1* 45 *		26.3* 49 *
SHARE OF AUDIENCE %			36	19.5* 35 *		22.2* 37 *	42	24.9* 39 *									
AVG. AUD. BY ¼ HR. %			18.4	20.5	22.1	22.3	24.5	25.4	26.1	27.4	28.9	28.4		24.7	25.6	26.3	26.2
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,990 22.2				15,740 26.9				12,050 20.6						
			Lancer						Red Skelton Hour				CBS Playhouse "APPALACHIAN AUTUMN" (9:30-11:00PM) (Gen. Tel. & Elec.)				
AVERAGE AUDIENCE (Households (000) & %)			10,350 17.7				12,110 20.7			20.3* 31 *	7,900 13.5 24	13.6* 22 *			14.1* 25 *		12.7* 24 *
SHARE OF AUDIENCE %			31	16.7* 30 *		18.7* 31 *	32	21.2* 33 *									
AVG. AUD. BY ¼ HR. %			16.4	17.1	18.1	19.2	21.2	21.2	20.8	19.8	14.1	13.0		14.4	13.9	13.8	11.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,720 14.9		10,350 17.7		15,910 27.2										
			I Dream of Jeannie		Debbie Reynolds Show							From Here to the 70's (Eastern Airlines) 8:30-11:00PM					
AVERAGE AUDIENCE (Households (000) & %)			7,780 13.3		9,180 15.7		7,840 13.4	14.9* 23 *		14.8* 23 *		13.6* 22 *			12.5* 22 *		11.1* 21 *
SHARE OF AUDIENCE %			24		26		22										
AVG. AUD. BY ¼ HR. %			13.2	13.4	15.0	16.5	14.9	14.9	15.0	14.6	14.1	13.2		13.3	11.7	11.1	11.1

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	47.0	49.9	52.4	55.1	58.5	61.1	63.7	65.2	64.6	64.5	62.9	61.9	58.1	56.8	54.9	51.4
WK 2	49.0	51.3	53.9	56.4	59.3	62.1	63.5	64.9	65.2	64.6	62.0	60.0	57.0	55.3	54.8	51.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74–79

EVE. • TUE. OCT. 7, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. OCT. 1, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,950 17.0		10,760 18.4		13,630 23.3		14,740 25.2								
			Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "WALK DON'T RUN" (9:00-11:15PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			8,250 14.1		9,650 16.5		12,400 21.2		8,950 15.3	17.8*		16.4*		15.2*		13.4*	
SHARE OF AUDIENCE %			26		28		33		26	28 *		26 *		26 *		25 *	
AVG. AUD. BY ¼ HR. %			13.2	15.0	15.8	17.1	20.5	21.8	18.3	17.3	16.4	16.4	15.5	14.9	14.0	12.8	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,570 24.9				11,060 18.9		14,450 24.7				12,230 20.9				
			Glen Campbell Hour				Beverly Hillbillies		Medical Center				Hawaii Five-O				
AVERAGE AUDIENCE (Households (000) & %)			10,650 18.2				10,180 17.4		11,880 20.3				10,530 18.0				
SHARE OF AUDIENCE %			32	18.0* 33 *		18.4* 31 *	27		32	19.7* 31 *		20.8* 33 *	32	18.4* 32 *		17.6* 33 *	
AVG. AUD. BY ¼ HR. %			17.2	18.8	18.3	18.6	16.8	18.0	19.0	20.5	21.3	20.4	18.2	18.5	18.2	17.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,610 28.4						14,680 25.1				14,040 24.0				
			The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
AVERAGE AUDIENCE (Households (000) & %)			11,820 20.2						11,350 19.4				12,050 20.6				
SHARE OF AUDIENCE %			34	18.8* 35 *		20.4* 34 *		21.4* 34 *	31	18.7* 29 *		20.0* 31 *	37	20.9* 36 *		20.2* 37 *	
AVG. AUD. BY ¼ HR. %			18.4	19.2	20.0	20.8	21.5	21.3	18.4	18.9	19.4	20.6	20.7	21.1	20.8	19.6	

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,070 15.5		9,540 16.3		13,400 22.9		14,510 24.8								
			Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "TWO FOR THE ROAD" (9:00-11:15PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			7,430 12.7		8,890 15.2		11,930 20.4		9,070 15.5	16.8*		17.1*		15.3*		14.0*	
SHARE OF AUDIENCE %			23		25		32		27	27 *		27 *		27 *		27 *	
AVG. AUD. BY ¼ HR. %			12.1	13.3	14.3	16.0	19.9	20.9	16.8	16.9	17.0	17.2	15.8	14.8	13.7	14.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,850 28.8				13,280 22.7		13,750 23.5				12,750 21.8				
			Glen Campbell Hour				Beverly Hillbillies		Medical Center				Hawaii Five-O				
AVERAGE AUDIENCE (Households (000) & %)			13,050 22.3				12,050 20.6		11,350 19.4				10,710 18.3				
SHARE OF AUDIENCE %			38	21.1* 38 *		23.4* 38 *	32		31	19.7* 31 *		19.2* 31 *	33	18.2* 32 *		18.4* 35 *	
AVG. AUD. BY ¼ HR. %			20.3	22.0	23.1	23.6	20.2	20.9	19.7	19.6	19.4	19.0	17.9	18.5	18.6	18.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,270 24.4						13,340 22.8				12,580 21.5				
			The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
AVERAGE AUDIENCE (Households (000) & %)			9,950 17.0						9,950 17.0				10,000 17.1				
SHARE OF AUDIENCE %			28	16.4* 29 *		16.9* 28 *		17.6* 28 *	27	17.0* 27 *		17.1* 27 *	31	17.9* 31 *		16.3* 31 *	
AVG. AUD. BY ¼ HR. %			16.0	16.8	16.9	17.0	17.5	17.6	17.0	17.0	17.3	16.9	17.8	18.0	17.1	15.5	

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	46.9	49.0	52.7	55.8	58.0	60.9	62.6	64.9	63.5	63.6	64.0	63.1	57.8	57.4	55.6	52.6	
WK 2	47.8	50.7	54.1	57.4	59.6	62.0	63.3	64.4	63.2	62.6	63.2	62.3	58.0	56.5	53.5	51.5	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • WED. OCT. 8, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. OCT. 2, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,360 16.0		9,830 16.8		12,750 21.8		13,460 23.0					8,950 15.3			
			Ghost and Mrs. Muir		That Girl		Bewitched		← This Is Tom Jones →					← It Takes a Thief →			
AVERAGE AUDIENCE (Households (000) & %)			8,250 14.1		8,600 14.7		11,410 19.5		9,300 15.9	16.4*			15.4*	7,430 12.7	12.8*		12.5*
SHARE OF AUDIENCE %			25		24		31		25	25 *			24 *	22	22 *		23 *
AVG. AUD. BY ¼ HR. %			13.9	14.3	14.4	15.0	18.8	20.2	16.8	15.9	16.0		14.8	12.7	13.0	12.7	12.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,270 24.4		18,490 31.6				19,010 32.5								
			Family Affair		← Jim Nabor's Hour →				← CBS Thursday Night Movies → "THE SANDPIPER" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			12,690 21.7		13,920 23.8	23.3*		24.2*	13,050 22.3	21.8*			24.0*		22.6*		20.7*
SHARE OF AUDIENCE %			39		38	39 *		38 *	37	34 *			38 *		39 *		38 *
AVG. AUD. BY ¼ HR. %			20.8	22.5	22.6	24.1	24.4	23.9	21.0	22.6	24.5		23.5	22.9	22.3	21.7	19.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,520 21.4				16,850 28.8				13,100 22.4			15,090 25.8			
			← Daniel Boone →				← Ironside →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			9,480 16.2	14.6*		17.8*	12,690 21.7	19.4*		24.0*	11,760 20.1			11,930 20.4	21.2*		19.6*
SHARE OF AUDIENCE %			28	26 *		30 *	34	30 *		37 *	32			36	36 *		36 *
AVG. AUD. BY ¼ HR. %			14.1	15.2	17.9	17.7	18.7	20.1	23.5	24.5	19.8	20.4		21.2	21.2	20.5	18.7
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,480 14.5		10,530 18.0		13,220 22.6		12,870 22.0					8,720 14.9			
			Ghost and Mrs. Muir		That Girl		Bewitched		← This Is Tom Jones →					← It Takes a Thief →			
AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6		9,590 16.4		11,930 20.4		9,070 15.5	15.3*			15.8*	7,020 12.0	12.5*		11.5*
SHARE OF AUDIENCE %			23		28		33		25	25 *			26 *	22	22 *		22 *
AVG. AUD. BY ¼ HR. %			12.3	12.9	16.1	16.6	19.9	21.0	16.0	14.6	15.8		15.8	12.7	12.4	11.7	11.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,680 25.1		16,090 27.5				16,440 28.1								
			Family Affair		← Jim Nabor's Hour →				← CBS Thursday Night Movies (B) → "FATE IS THE HUNTER" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			12,870 22.0		12,050 20.6	21.1*		20.0*	11,410 19.5	18.9*			20.8*		20.0*		18.5*
SHARE OF AUDIENCE %			40		34	36 *		32 *	34	31 *			34 *		35 *		35 *
AVG. AUD. BY ¼ HR. %			20.6	23.4	21.1	21.2	20.4	19.7	18.2	19.5	20.8		20.7	20.2	19.7	19.2	17.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,870 22.0				15,910 27.2				11,930 20.4			15,030 25.7			
			← Daniel Boone →				← Ironside →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			9,360 16.0	15.3*		16.7*	12,460 21.3	19.9*		22.8*	10,710 18.3			12,110 20.7	21.2*		20.2*
SHARE OF AUDIENCE %			28	28 *		28 *	34	32 *		37 *	30			38	37 *		38 *
AVG. AUD. BY ¼ HR. %			15.3	15.3	16.5	16.8	19.4	20.4	23.1	22.5	18.0		18.6	21.0	21.3	20.7	19.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	50.4	52.4	54.6	57.3	59.7	60.7	62.7	64.8	64.7	65.2	63.7		62.8	59.0	58.2	56.6	52.7
WK 2	47.2	49.8	53.7	56.6	57.9	59.9	61.7	62.9	61.8	61.5	60.7		60.9	57.2	56.3	54.3	51.5

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79

EVE. • THU. OCT. 9, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 3, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,490 12.8		8,370 14.3		6,840 11.7		9,710 16.6				9,650 16.5				
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
AVERAGE AUDIENCE (Households (000) & %)			6,550 11.2		7,310 12.5		5,850 10.0		7,310 12.5	12.0*		13.0*	7,250 12.4	12.7*		12.1*	
SHARE OF AUDIENCE %			25		25		19		23	22 *		23 *	24	24 *		24 *	
AVG. AUD. BY ¼ HR. %			10.5	11.8	12.3	12.8	10.1	10.0	11.7	12.4	12.7	13.2	12.6	12.9	12.2	12.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,780 15.0		7,250 12.4		10,650 18.2		13,750 23.5								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "DOUBLE TROUBLE" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			7,310 12.5		6,550 11.2		9,650 16.5		9,130 15.6	15.2*		16.0*		16.4*		14.9*	
SHARE OF AUDIENCE %			27		22		32		29	28 *		29 *		31 *		29 *	
AVG. AUD. BY ¼ HR. %			12.1	12.9	10.6	11.8	15.9	17.2	14.8	15.6	15.8	16.1	16.7	16.1	16.3	13.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,280 22.7				16,090 27.5						12,690 21.7				
			← High Chaparral →				← Name of the Game →						← Bracken's World →				
AVERAGE AUDIENCE (Households (000) & %)			9,890 16.9	15.4*		18.3*	11,290 19.3	18.5*		19.9*		19.6*	10,240 17.5	17.7*		17.2*	
SHARE OF AUDIENCE %			35	34 *		37 *	36	35 *		37 *		35 *	34	33 *		34 *	
AVG. AUD. BY ¼ HR. %			15.1	15.8	18.0	18.5	18.1	18.9	19.8	20.0	19.5	19.7	18.0	17.4	17.2	17.2	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,890 15.2		8,250 14.1		8,010 13.7		9,650 16.5				10,060 17.2				
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
AVERAGE AUDIENCE (Households (000) & %)			7,780 13.3		7,140 12.2		7,140 12.2		7,250 12.4	11.6*		13.1*	7,080 12.1	12.4*		11.8*	
SHARE OF AUDIENCE %			26		23		22		23	21 *		24 *	23	23 *		22 *	
AVG. AUD. BY ¼ HR. %			12.7	13.9	12.0	12.3	11.8	12.6	11.5	11.7	12.7	13.6	12.6	12.2	11.8	11.7	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,820 18.5		8,780 15.0		12,810 21.9		15,090 25.8								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "DOCTOR, YOU'VE GOT TO BE KIDDING" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			9,130 15.6		8,130 13.9		11,230 19.2		10,060 17.2	16.0*		16.8*		18.2*		17.8*	
SHARE OF AUDIENCE %			31		26		35		32	29 *		30 *		33 *		34 *	
AVG. AUD. BY ¼ HR. %			15.4	15.8	13.4	14.3	18.9	19.5	15.5	16.5	16.8	16.8	18.1	18.4	19.2	16.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,100 22.4				13,810 23.6						11,170 19.1				
			← High Chaparral →				← Name of the Game →						← Bracken's World →				
AVERAGE AUDIENCE (Households (000) & %)			10,180 17.4	15.7*		19.1*	8,780 15.0	15.0*		15.2*		14.8*	8,010 13.7	13.5*		14.0*	
SHARE OF AUDIENCE %			33	31 *		36 *	27	27 *		28 *		27 *	26	25 *		27 *	
AVG. AUD. BY ¼ HR. %			15.2	16.2	18.9	19.3	15.5	14.5	15.8	14.7	15.0	14.6	13.5	13.5	13.7	14.2	
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	41.7	42.9	44.5	46.7	49.1	50.8	51.5	53.1	54.0	54.8	54.8	55.9	54.4	52.7	52.2	49.7
	WK 2	45.7	48.2	49.5	51.7	53.2	54.3	55.1	55.2	54.8	54.5	54.9	55.3	54.4	54.4	54.1	51.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74–79

EVE. • FRI. OCT. 10, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. OCT. 4, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,730 11.5		8,310 14.2		12,460 21.3				14,630 25.0						
			Dating Game		Newlywed Game		← Lawrence Welk Show				→	NCAA Football (MISSISSIPPI VS ALABAMA, 9:30-12:45AM) (1)					
AVERAGE AUDIENCE (Households (000) & %)			6,080 10.4		7,720 13.2		9,480 16.2	15.4*		17.0* 12.4	7,250 12.4	12.1*		13.2*		13.0*	
SHARE OF AUDIENCE %			20		23		27	26 *		29 *	26	22 *		24 *		24 *	
AVG. AUD. BY ¼ HR. %			9.9	11.0	12.2	14.1	14.9	15.9	17.2	16.7	12.4	11.8	13.0	13.4	13.5	12.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,980 25.6				13,220 22.6		11,990 20.5		12,640 21.6		11,410 19.5				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			10,820 18.5	17.2*		19.8* 21.1	12,340		10,880 18.6		11,520 19.7		9,480 16.2	16.5*		15.8*	
SHARE OF AUDIENCE %			34	33 *		34 *	35		31		34		31	30 *		31 *	
AVG. AUD. BY ¼ HR. %			16.3	18.2	19.6	19.9	20.8	21.4	18.2	19.1	19.5	19.8	16.6	16.3	16.0	15.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,390 24.6				12,750 21.8		19,360 33.1								
	Huntley-Brinkley Report		← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies "ARABESQUE" (9:00-11:10PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)	IFR		10,590 18.1	17.9*		18.3* 19.7	11,520		12,170 20.8	20.6*		21.4*		21.0*		20.5*	
SHARE OF AUDIENCE %			33	34 *		31 *	33		38	34 *		37 *		39 *		40 *	
AVG. AUD. BY ¼ HR. %			17.4	18.3	18.1	18.5	19.1	20.4	21.1	20.0	21.4	21.4	21.1	20.8	20.5	20.4	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	10,180 17.4		8,660 14.8		9,650 16.5		13,220 22.6				11,990 20.5						
	NCAA Football Post Game (7:00-7:30PM)		Dating Game		Newlywed Game		← Lawrence Welk Show				→	← Hollywood Palace →					
AVERAGE AUDIENCE (Households (000) & %)	7,780 13.3		7,490 12.8		8,540 14.6		10,650 18.2	17.7*		18.7*	8,950 15.3	15.5*		15.1*			
SHARE OF AUDIENCE %	31		24		25		30	29 *		31 *	27	26 *		27 *			
AVG. AUD. BY ¼ HR. %	13.6	13.0	12.5	13.1	13.7	15.4	17.4	18.0	18.9	18.4	15.9	15.2	15.4	14.7			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			17,780 30.4				13,100 22.4		12,050 20.6		11,580 19.8		13,400 22.9				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			13,340 22.8	21.7*		23.9* 20.6	12,050		10,650 18.2		10,760 18.4		10,590 18.1	17.8*		18.4*	
SHARE OF AUDIENCE %			41	40 *		41 *	34		30		31		34	32 *		36 *	
AVG. AUD. BY ¼ HR. %			20.8	22.6	23.8	24.1	20.6	20.5	17.9	18.4	17.9	18.9	17.5	18.1	18.6	18.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,640 19.9				11,820 20.2		17,370 29.7								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies "THE HELL WITH HEROES" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,130 13.9	13.4*		14.4* 18.8	11,000		11,580 19.8	20.3*		20.8*		19.4*		18.6*	
SHARE OF AUDIENCE %			25	25 *		25 *	31		35	34 *		35 *		35 *		37 *	
AVG. AUD. BY ¼ HR. %			13.0	13.7	14.2	14.6	18.2	19.4	20.3	20.3	21.1	20.5	19.9	19.0	19.1	18.1	
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	43.0	45.8	50.2	53.9	57.1	59.4	59.7	61.3	61.2	60.7	57.7	56.8	54.6	54.0	52.4	50.9
	WK 2	45.9	48.9	52.8	55.2	57.6	58.9	59.5	60.7	60.1	60.1	59.3	59.3	56.3	54.9	51.9	49.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79

INSUFFICIENT FOR REPORTING

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • SAT. OCT. 11, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. OCT. 5, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,890 16.9				15,210 26.0				20,120 34.4								
	Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (9:00-11:40PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)	6,730				11,880				12,400								
SHARE OF AUDIENCE %	11.5	9.9*		13.1*	20.3	19.3*		21.3*	21.2	22.4*		22.0*		21.5*		21.0*	
AVG. AUD. BY ¼ HR. %	22	19 *		24 *	32	32 *		33 *	37	34 *		34 *		37 *		38 *	
	9.0	10.9	12.7	13.6	19.0	19.6	21.2	21.4	22.7	22.0	22.0	22.0	21.8	21.2	21.1	20.8	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	10,350 17.7		10,940 18.7		14,270 24.4				12,340 21.1				12,170 20.8				
	Lassie		To Rome with Love			Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	8,190		9,950		10,180				9,180				9,240				
SHARE OF AUDIENCE %	14.0		17.0		17.4	17.1*		17.8*	15.7	15.6*		15.8*	15.8	16.5*		15.2*	
AVG. AUD. BY ¼ HR. %	27		31		28	28 *		27 *	24	24 *		24 *	28	28 *		27 *	
	12.3	15.6	16.4	17.7	16.4	17.7	17.5	18.1	15.1	16.1	16.0	15.5	16.7	16.3	15.3	15.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)		9,130 15.6	16,030 27.4				15,910 27.2		17,490 29.9				12,110 20.7				
	NL Baseball Playoff (1) (4:00- (2) 7:20PM)	NL BB Scoreboard (7:20 7:30PM)	Wonderful World of Disney "THREE LIVES OF THOMASINA" PART I				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)		9,590 16.4	11,350 19.4	17.6*		21.1*	14,160 24.2		14,570 24.9	25.1*		24.8*	9,770 16.7	16.8*		16.5*	
SHARE OF AUDIENCE %		34	33	32 *		35 *	37		38	38 *		38 *	29	29 *		30 *	
AVG. AUD. BY ¼ HR. %	21.5	16.4	17.2	18.1	20.9	21.3	23.3	25.1	24.7	25.5	25.5	24.1	17.1	16.5	16.8	16.2	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	10,880 18.6				15,970 27.3				19,660 33.6								
	Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "FANTASTIC VOYAGE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	7,200				12,810				14,270								
SHARE OF AUDIENCE %	12.3	10.8*		13.9*	21.9	20.6*		23.2*	24.4	24.8*		26.0*		24.6*		22.4*	
AVG. AUD. BY ¼ HR. %	23	21 *		25 *	34	33 *		35 *	40	38 *		41 *		42 *		41 *	
	9.8	11.8	13.3	14.4	20.0	21.2	23.1	23.4	24.8	24.8	25.7	26.3	25.4	23.8	22.9	21.8	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)		9,010 15.4	10,650 18.2		13,460 23.0				10,180 17.4				10,300 17.6				
	NFL Football Game #2 (3)	NFL Football Today (7:15-7:30)	To Rome with Love			Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)		9,010	9,360		9,360				8,130				7,720				
SHARE OF AUDIENCE %		15.4	16.0		16.0	16.0*		16.0*	13.9	14.0*		13.8*	13.2	13.3*		13.2*	
AVG. AUD. BY ¼ HR. %		32	29		25	26 *		24 *	22	22 *		22 *	23	23 *		24 *	
	16.3	15.4	15.7	16.4	15.6	16.4	15.9	16.1	14.0	13.9	13.8	13.8	13.3	13.3	13.3	13.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,720 14.9		17,370 29.7				15,090 25.8		16,730 28.6				11,700 20.0				
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "THREE LIVES OF THOMASINA" PART II				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	6,790		12,870				13,860		13,630				9,650				
SHARE OF AUDIENCE %	11.6		22.0	20.6*		23.4*	23.7		23.3	23.7*		22.8*	16.5	16.9*		16.1*	
AVG. AUD. BY ¼ HR. %	23		37	37 *		38 *	36		36	37 *		36 *	29	29 *		29 *	
	10.1	13.2	19.9	21.2	23.0	23.8	23.4	24.0	23.4	24.1	23.3	22.3	16.9	16.8	16.6	15.6	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	50.2	51.8	54.4	57.0	59.5	61.8	63.9	66.4	65.8	66.8	66.5	64.4	59.4	57.7	56.6	55.0	
WK 2	50.7	52.3	54.4	57.1	60.8	63.5	64.8	66.4	64.9	64.8	64.3	63.3	59.0	57.7	56.2	53.7	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE. (2) FOR RATINGS, SEE PAGE 56. (3) FOR RATINGS, SEE PAGE 57.

EVE. • SUN. OCT. 12, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. OCT. 13, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,650 16.5			9,240 15.8			8,950 15.3				10,350 17.7				
			Music Scene (7:30-8:15PM)			New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)			6,610 11.3			6,790 11.6			7,200 12.3	11.9*		12.8*	8,250 14.1	14.6*		13.6*	
SHARE OF AUDIENCE %			19			17			19	18 *		20 *	25	25 *		25 *	
AVG. AUD. BY ¼ HR. %			11.0	12.4	10.4	10.6	12.3	12.1	11.7	12.1	12.7	12.8	14.6	14.5	14.2	13.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,310 31.3				15,150 25.9		12,870 22.0		11,060 18.9		12,990 22.2				
			Gunsmoke				Here's Lucy		Mayberry R.F.D. (Philip Morris)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			14,680 25.1	23.6*		26.6*	13,860 23.7		11,700 20.0		10,060 17.2		10,410 17.8	18.0*		17.5*	
SHARE OF AUDIENCE %			41	40 *		41 *	35		30		26		31	30 *		32 *	
AVG. AUD. BY ¼ HR. %			22.5	24.7	26.9	26.4	23.4	24.0	20.0	20.1	17.0	17.3	17.7	18.2	18.0	17.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,230 20.9		20,480 35.0				21,880 37.4				14,920 25.5				
			My World and Welcome to It		Rowan & Martin Laugh-In				Chrysler Presents the Bob Hope Show (Chrysler)				Mitzi's 2nd Special (American Gas)				
AVERAGE AUDIENCE (Households (000) & %)			10,300 17.6		15,800 27.0	25.3*		28.7*	18,370 31.4	31.6*		31.1*	11,410 19.5	21.3*		17.6*	
SHARE OF AUDIENCE %			30		41	39 *		43 *	47	47 *		48 *	34	36 *		33 *	
AVG. AUD. BY ¼ HR. %			16.8	18.3	24.1	26.5	28.7	28.7	31.7	31.6	32.1	30.1	22.5	20.2	18.5	16.8	

EVE. • MON. OCT. 20, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,350 17.7			8,950 15.3			10,410 17.8				9,480 16.2				
			Music Scene (7:30-8:15PM)			New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)			7,020 12.0			6,790 11.6			7,660 13.1			13.6*	7,370 12.6	13.1*		12.1*	
SHARE OF AUDIENCE %			20			18			21			22 *	22	22 *		22 *	
AVG. AUD. BY ¼ HR. %			12.1	12.3	11.7	10.4	12.2	12.1	12.4	12.5	13.6	13.7	13.0	13.2	12.3	12.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,250 32.9				15,970 27.3		15,910 27.2		14,740 25.2		15,620 26.7				
			Gunsmoke				Here's Lucy		Mayberry R.F.D. (Gen. Foods)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			15,440 26.4	25.0*		27.7*	14,450 24.7		14,330 24.5		13,510 23.1		13,100 22.4	23.2*		21.6*	
SHARE OF AUDIENCE %			42	42 *		43 *	37		38		37		39	39 *		39 *	
AVG. AUD. BY ¼ HR. %			23.9	26.0	27.3	28.2	24.4	25.0	24.3	24.6	22.4	23.8	23.6	22.8	22.7	20.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,350 17.7		18,540 31.7				15,680 26.8								
			My World and Welcome to It		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "BY LOVE POSSESSED" (9:00-11:30PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			9,010 15.4		14,270 24.4	22.2*		26.7*	10,060 17.2	18.4*		17.3*		16.9*		16.8*	
SHARE OF AUDIENCE %			26		37	34 *		40 *	30	28 *		28 *		28 *		30 *	
AVG. AUD. BY ¼ HR. %			14.8	16.0	21.1	23.3	26.5	26.8	18.8	18.1	17.6	17.0	16.8	16.9	17.0	16.6	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	54.0	55.4	56.8	60.8	63.4	65.7	67.0	67.9	67.2	67.6	66.4	64.5	60.0	58.5	56.0	51.9	
WK 2	54.5	56.0	58.6	61.0	63.7	66.1	66.0	66.7	64.9	64.6	62.3	62.6	60.1	58.9	56.6	53.8	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79. (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. OCT. 14, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,160 22.5				17,200 29.4							14,860 25.4			
			← Mod Squad →				← Movie of the Week "WAKE ME WHEN THE WAR IS OVER" →							← Marcus Welby, M.D. →			
AVERAGE AUDIENCE (Households (000) & %)			10,760 18.4				10,760 18.4							12,870 22.0			
SHARE OF AUDIENCE %				16.7* 28 *		20.0* 31 *		18.1* 28 *		17.6* 28 *		19.4* 33 *			21.5* 39 *		22.5* 43 *
AVG. AUD. BY ¼ HR. %			30 15.8	17.6	19.9	20.2	29 18.3	17.9	17.3	17.9	19.2	19.6		21.0	22.0	22.7	22.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,190 31.1				19,070 32.6				12,870 22.0			10,060 17.2			
			← National Geographic Special "MYSTERY OF ANIMAL BEHAVIOR" →					← Red Skelton Hour →			← Governor and J. J. →			← 60 Minutes "VARIOUS SUBJECTS" →			
AVERAGE AUDIENCE (Households (000) & %)			14,390 24.6				14,800 25.3				11,230 19.2			7,720 13.2			
SHARE OF AUDIENCE %				23.2* 39 *		26.0* 40 *		24.5* 38 *		26.0* 41 *					14.5* 26 *		11.8* 22 *
AVG. AUD. BY ¼ HR. %			40 23.2	23.1	25.1	26.8	39 24.5	24.5	26.7	25.3	32 20.0	18.4		24 14.7	14.3	12.6	11.0
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,530 18.0		10,410 17.8		12,690 21.7		15,800 27.0								
			I Dream of Jeannie		Debbie Reynolds Show		Julia		← NBC Tuesday Night at the Movies "THE TIGER & THE PUSSYCAT" (9:00-11:15PM)(1) →								
AVERAGE AUDIENCE (Households (000) & %)			8,780 15.0		9,360 16.0		11,170 19.1		7,660 13.1								
SHARE OF AUDIENCE %										13.5* 21 *		12.9* 22 *			13.5* 24 *		13.0* 25 *
AVG. AUD. BY ¼ HR. %			25 15.1	15.8	25 15.7	16.4	29 18.6	19.0	23 15.7								
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,440 26.4				16,970 29.0							13,460 23.0			
			← Mod Squad →				← Movie of the Week "THE MONK" →							← Marcus Welby, M.D. →			
AVERAGE AUDIENCE (Households (000) & %)			12,400 21.2				11,470 19.6							11,520 19.7			
SHARE OF AUDIENCE %				19.8* 32 *		22.7* 35 *		21.2* 32 *		18.9* 29 *		18.8* 31 *			20.0* 36 *		19.4* 37 *
AVG. AUD. BY ¼ HR. %			34 19.0	20.6	22.5	22.8	31 21.5	20.8	19.6	18.2	19.2	18.5		19.6	20.4	19.7	19.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,930 22.1				18,660 31.9				12,640 21.6			9,890 16.9			
			← Lancer →				← Red Skelton Hour →				← Governor and J. J. →			← Football: 100 Years Old (Conn. Gen. Ins.) →			
AVERAGE AUDIENCE (Households (000) & %)			10,470 17.9				14,160 24.2				11,230 19.2			8,010 13.7			
SHARE OF AUDIENCE %				17.3* 28 *		18.6* 29 *		23.3* 35 *		25.2* 39 *					14.5* 26 *		13.0* 25 *
AVG. AUD. BY ¼ HR. %			29 17.1	17.4	18.3	18.9	37 22.8	23.7	25.2	25.2	31 19.7	18.7		25 15.0	14.0	13.4	12.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,060 18.9		10,940 18.7		12,810 21.9		16,970 29.0								
			I Dream of Jeannie		Debbie Reynolds Show		Julia		← NBC Tuesday Night at the Movies "THE LONELY PROFESSION" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			9,480 16.2		9,830 16.8		11,410 19.5		10,710 18.3								
SHARE OF AUDIENCE %										17.4* 27 *		18.8* 31 *			18.9* 34 *		18.0* 34 *
AVG. AUD. BY ¼ HR. %			27 15.9	16.5	26 16.4	17.1	29 19.3	19.6	31 16.8	18.0	18.5	19.2		19.5	18.4	18.4	17.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1		53.9	56.4	58.5	60.8	63.5	65.0	64.3	65.6	64.1	63.0	60.0	58.8	56.1	55.3	53.8	51.3
WK 2		54.7	56.9	60.1	61.9	63.5	65.1	66.1	66.7	64.8	64.6	62.3	60.7	56.8	55.6	53.6	50.9

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • TUE. OCT. 21, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. OCT. 15, 1969

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)				9,240 15.8		10,650 18.2		11,820 20.2		15,150 25.9							
					Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "DIVORCE AMERICAN STYLE" (9:00-11:10PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)				7,720 13.2		9,540 16.3		11,120 19.0		9,770 16.7	16.8*		17.2*		16.5*		16.7*
	SHARE OF AUDIENCE %				23		26		29		28	25 *		26 *		28 *		30 *
	AVG. AUD. BY ¼ HR. %				12.3	14.0	15.7	16.9	18.8	19.3	16.9	16.7	17.2	17.2	16.6	16.3	16.8	16.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)				17,670 30.2				13,750 23.5		11,820 20.2				12,580 21.5			
					Glen Campbell Hour				Beverly Hillbillies		Medical Center				Hawaii Five-O			
	AVERAGE AUDIENCE (Households (000) & %)				12,690 21.7				12,460 21.3		9,420 16.1	16.3*		15.9*	10,530 18.0	17.9*		18.2*
	SHARE OF AUDIENCE %				36	21.6*		21.7*	32		24	24 *		24 *	32	30 *		33 *
	AVG. AUD. BY ¼ HR. %				21.8	21.4	21.4	22.1	20.8	21.8	16.6	16.0	16.1	15.7	17.4	18.4	18.4	17.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)				16,970 29.0						17,780 30.4				13,690 23.4			
					The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson			
	AVERAGE AUDIENCE (Households (000) & %)				12,170 20.8						15,620 26.7				10,060 17.2			
	SHARE OF AUDIENCE %				33	18.6*		20.6*		23.2*	40	26.1*		27.4*	30	18.7*		15.7*
	AVG. AUD. BY ¼ HR. %				17.8	32 * 19.5	20.3	33 * 20.8	22.5	35 * 23.9	25.3	39 * 26.9	27.3	41 * 27.4	19.9	31 * 17.4	16.2	29 * 15.1

EVE. • WED. OCT. 22, 1969

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)				9,950 17.0		10,650 18.2		11,820 20.2		13,860 23.7							
					Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies® "THE TROUBLE WITH ANGELS" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)				8,310 14.2		9,770 16.7		10,710 18.3		9,770 16.7	16.1*		17.4*		17.3*		16.1*
	SHARE OF AUDIENCE %				24		26		28		28	25 *		27 *		30 *		30 *
	AVG. AUD. BY ¼ HR. %				13.3	15.1	16.1	17.4	18.3	18.2	15.7	16.4	17.1	17.6	17.4	17.1	16.6	15.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)				16,730 28.6				14,160 24.2		14,630 25.0				13,860 23.7			
					Glen Campbell Hour				Beverly Hillbillies		Medical Center				Hawaii Five-O			
	AVERAGE AUDIENCE (Households (000) & %)				12,870 22.0				13,340 22.8		12,050 20.6	20.6*		20.6*	11,290 19.3	19.7*		19.0*
	SHARE OF AUDIENCE %				35	22.0* 36 *		22.1* 35 *	34		32	32 *		32 *	34	34 *		35 *
	AVG. AUD. BY ¼ HR. %				22.1	21.9	21.9	22.2	22.3	23.3	20.5	20.6	20.9	20.3	19.8	19.5	19.7	18.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)				15,440 26.4						14,630 25.0				11,820 20.2			
					The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson			
	AVERAGE AUDIENCE (Households (000) & %)				11,350 19.4						11,470 19.6	20.1*		19.1*	9,130 15.6	16.5*		14.7*
	SHARE OF AUDIENCE %				31	17.2* 28 *		19.8* 31 *		21.3* 32 *	30	31 *		30 *	28	28 *		27 *
	AVG. AUD. BY ¼ HR. %				16.6	17.9	19.3	20.2	21.3	21.3	20.0	20.2	19.5	18.7	16.9	16.2	15.4	13.9
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	53.4	55.7	56.7	59.3	61.7	63.4	64.7	66.7	66.4	66.7	67.0	66.2	60.9	57.9	55.9	53.8	
	WK 2	55.2	56.6	59.1	61.7	63.1	64.5	66.4	66.6	65.1	65.2	64.6	63.3	59.0	57.2	55.8	52.4	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

(OP) Other Programs: See Pages 74-79 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. OCT. 16, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,310 14.2		11,000 18.8		13,510 23.1		13,570 23.2					8,600 14.7			
			Ghost and Mrs. Muir		That Girl		Bewitched		← This Is Tom Jones →					← It Takes a Thief →			
AVERAGE AUDIENCE (Households (000) & %)			7,550 12.9		9,950 17.0		12,290 21.0		9,420 16.1	16.7*		15.5*		6,610 11.3	11.5*		11.1*
SHARE OF AUDIENCE %			22		27		32		26	26 *		26 *		21	21 *		21 *
AVG. AUD. BY ¼ HR. %			12.5	13.2	16.1	17.9	20.4	21.7	17.4	16.1	15.7	15.3		11.9	11.1	11.1	11.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,390 26.3		17,550 30.0				17,960 30.7								
			Family Affair		← Jim Nabor's Hour →					← CBS Thursday Night Movies → "INSIDE DAISY CLOVER" (9,00-11,20PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)			13,860 23.7		12,990 22.2	21.7*		22.7*	10,590 18.1	19.1*		19.4*			17.4*		16.8*
SHARE OF AUDIENCE %			40		35	34 *		35 *	32	30 *		32 *			32 *		32 *
AVG. AUD. BY ¼ HR. %			22.9	24.4	21.7	21.8	23.4	22.0	19.2	19.1	20.1	18.7		17.8	17.0	16.4	17.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,450 24.7				16,910 28.9				12,640 21.6			15,620 26.7			
			← Daniel Boone →				← Ironside →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			10,820 18.5	17.8*		19.2*	13,160 22.5	21.2*		23.8*	11,820 20.2			12,690 21.7	21.9*		21.5*
SHARE OF AUDIENCE %			30	30 *		30 *	35	32 *		37 *	33			41	40 *		41 *
AVG. AUD. BY ¼ HR. %			17.6	18.0	19.2	19.2	20.5	21.8	23.2	24.4	19.9	20.4		22.0	21.9	21.9	21.1

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,130 13.9		10,650 18.2		13,340 22.8		12,230 20.9					8,010 13.7			
			Ghost and Mrs. Muir		That Girl		Bewitched		← This Is Tom Jones →					← It Takes a Thief →			
AVERAGE AUDIENCE (Households (000) & %)			6,790 11.6		9,710 16.6		12,400 21.2		9,180 15.7	16.0*		15.4*		6,260 10.7	11.4*		10.0*
SHARE OF AUDIENCE %			20		27		33		25	25 *		25 *		19	19 *		18 *
AVG. AUD. BY ¼ HR. %			11.3	11.9	16.2	17.1	20.7	21.7	15.9	16.0	15.9	14.8		11.7	11.1	10.4	9.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,320 27.9		17,200 29.4				17,260 29.5								
			Family Affair		← Jim Nabor's Hour →					← CBS Thursday Night Movies (B) → "TWO ON A GUILLOTINE" (9,00-11,00PM)							
AVERAGE AUDIENCE (Households (000) & %)			14,390 24.6		13,050 22.3	22.3*		22.3*	11,990 20.5	20.1*		21.2*			21.0*		19.9*
SHARE OF AUDIENCE %			41		35	36 *		35 *	34	31 *		34 *			35 *		36 *
AVG. AUD. BY ¼ HR. %			23.8	25.4	21.8	22.7	22.9	21.8	20.1	20.0	21.3	21.0		21.1	20.9	20.4	19.4
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,640 21.6				15,850 27.1				12,750 21.8			15,620 26.7			
			← Daniel Boone →				← Ironside →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			9,480 16.2	15.2*		17.2*	11,640 19.9	18.5*		21.4*	11,640 19.9			12,810 21.9	22.1*		21.7*
SHARE OF AUDIENCE %			27	26 *		28 *	31	29 *		33 *	32			38	37 *		39 *
AVG. AUD. BY ¼ HR. %			15.3	15.1	17.0	17.4	18.2	18.8	21.4	21.4	19.5	20.3		21.9	22.4	21.9	21.4

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	54.6	56.5	58.8	61.0	62.3	63.7	64.9	65.8	64.3	63.7	61.1	60.1		55.8	53.3	52.2	52.0
WK 2	53.3	55.7	58.4	60.3	61.6	62.8	63.4	64.3	64.1	63.7	63.0	62.5		59.6	59.1	57.0	54.6

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • THU. OCT. 23, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 17, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,130 13.9		9,240 15.8		7,250 12.4		9,360 16.0					9,710 16.6			
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6		8,370 14.3		6,380 10.9		6,790 11.6	11.3* 20 *		11.9* 20 *		7,250 12.4 22	12.8* 23 *		12.0* 22 *
SHARE OF AUDIENCE %			24		26		19		20								
AVG. AUD. BY ¼ HR. %			11.7	13.5	14.1	14.6	11.0	10.8	11.4	11.2	11.6	12.2		12.8	12.8	11.9	12.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,470 19.6		9,360 16.0		12,110 20.7		15,680 26.8								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "WHERE ANGELS GO-TROUBLE FOLLOWS" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			9,950 17.0		8,130 13.9		10,590 18.1		10,300 17.6			17.1* 29 *			19.0* 34 *		18.2* 33 *
SHARE OF AUDIENCE %			33		25		32		31								
AVG. AUD. BY ¼ HR. %			16.6	17.4	13.3	14.6	18.0	18.2	16.2	16.2	17.2	16.9		18.5	19.4	19.8	16.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,280 22.7				16,850 28.8							12,400 21.2			
			← High Chaparral →				← Name of the Game →							← Bracken's World →			
AVERAGE AUDIENCE (Households (000) & %)			10,240 17.5	16.1* 31 *		18.9* 34 *	12,750 21.8 38	21.3* 37 *		21.8* 38 *		22.3* 38 *		9,590 16.4 30	16.5* 29 *		16.2* 30 *
SHARE OF AUDIENCE %			33														
AVG. AUD. BY ¼ HR. %			15.2	16.9	18.8	19.0	20.7	21.9	21.8	21.8	22.3	22.2		17.1	16.0	16.1	16.3
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,420 14.4		9,480 16.2		7,490 12.8		9,130 15.6					9,710 16.6			
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6		8,480 14.5		6,840 11.7		7,020 12.0	11.5* 21 *		12.6* 22 *		7,490 12.8 23	12.9* 23 *		12.6* 23 *
SHARE OF AUDIENCE %			24		27		21		21								
AVG. AUD. BY ¼ HR. %			12.3	13.0	14.2	14.8	11.6	11.8	11.1	11.8	12.3	12.8		13.0	12.8	12.9	12.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,880 20.3		9,710 16.6		11,880 20.3		14,800 25.3								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "THE LAST CHALLENGE" (9:00-11:00PM)(1) →								
AVERAGE AUDIENCE (Households (000) & %)			10,410 17.8		8,830 15.1		10,820 18.5		10,470 17.9	16.2* 29 *		17.7* 31 *			19.7* 35 *		18.1* 33 *
SHARE OF AUDIENCE %			33		28		34		32								
AVG. AUD. BY ¼ HR. %			17.6	18.1	15.3	14.9	17.8	19.3	16.0	16.4	17.5	18.0		19.7	19.7	19.4	16.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,520 21.4				14,630 25.0							10,760 18.4			
			← High Chaparral →				← Name of the Game →							← Bracken's World →			
AVERAGE AUDIENCE (Households (000) & %)			9,240 15.8	14.5* 27 *		17.1* 31 *	10,350 17.7 32	17.0* 31 *		17.8* 32 *		18.2* 32 *		8,660 14.8 27	15.0* 27 *		14.5* 27 *
SHARE OF AUDIENCE %			29														
AVG. AUD. BY ¼ HR. %			13.9	15.2	16.4	17.8	17.4	16.7	17.5	18.0	18.3	18.1		15.0	15.1	14.6	14.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	46.5	47.5	50.1	53.5	54.3	56.1	56.7	57.2	57.8	57.5	58.5	58.5		55.9	56.2	56.0	53.4
WK 2	48.3	51.1	52.7	54.1	53.9	54.9	55.2	55.3	55.0	56.0	56.8	57.0		56.3	55.8	55.4	52.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79 (1) RATINGS INCLUDE "THEY SHOOT HORSES, DON'T THEY?" (10:50-11:00PM)

EVE. • FRI. OCT. 24, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. OCT. 18, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,610 11.3		9,130 15.6		9,830 16.8		13,280 22.7					9,950 17.0					
	(OP) NCAA Football Post Game (7:05-7:30PM)		Dating Game		Newlywed Game		← Lawrence Welk Show →					← Hollywood Palace →					
AVERAGE AUDIENCE (Households (000) & %)	5,730 9.8		7,610 13.0		8,780 15.0		10,350 17.7	17.4*		17.9*		7,020 12.0	12.2*		11.8*		
SHARE OF AUDIENCE %	22		24		25		29	29 *		29 *		22	22 *		22 *		
AVG. AUD. BY ¼ HR. %	9.9	9.7	12.2	13.8	14.1	15.8	17.4	17.5	17.9	17.9		12.6	11.9	12.0	11.5		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,030 25.7				12,110 20.7		12,110 20.7		11,930 20.4			14,740 25.2			
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction			← Mannix →			
AVERAGE AUDIENCE (Households (000) & %)			11,470 19.6	19.0*		20.1*	11,230 19.2		10,820 18.5		10,530 18.0			11,700 20.0	19.1*		21.0*
SHARE OF AUDIENCE %			35	35 *		34 *	32		30		32			38	35 *		41 *
AVG. AUD. BY ¼ HR. %			18.1	19.9	20.7	19.5	18.9	19.5	18.0	19.1	17.8		18.1	18.7	19.4	21.2	20.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,160 24.2				12,460 21.3		16,560 28.3								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies → "JIGSAW" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			10,530 18.0	17.8*		18.2*	11,520 19.7		11,230 19.2	20.0*			20.5*		18.3*		17.8*
SHARE OF AUDIENCE %			32	33 *		31 *	33		35	33 *			36 *		34 *		35 *
AVG. AUD. BY ¼ HR. %			17.8	17.8	18.5	18.0	19.7	19.7	20.1	19.8	21.1		19.9	18.6	18.0	18.0	17.5

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,900 13.5		9,950 17.0		14,800 25.3				11,820 20.2						
	← ABC Wide World of Sports (6:00-7:30PM) (1)		Dating Game		Newlywed Game		← Lawrence Welk Show →					← Hollywood Palace →					
AVERAGE AUDIENCE (Households (000) & %)		10.6*	6,900 11.8		8,950 15.3		11,520 19.7	19.0*		20.5*	8,480 14.5	15.5*			13.5*		
SHARE OF AUDIENCE %		22 *	21		25		32	30 *		33 *	25	26 *			24 *		
AVG. AUD. BY ¼ HR. %	10.4	10.8	11.1	12.5	14.2	16.3	18.9	19.1	20.4	20.5	15.7	15.2		14.4	12.6		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,790 28.7				14,980 25.6		12,580 21.5		13,050 22.3			15,970 27.3			
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction			← Mannix →			
AVERAGE AUDIENCE (Households (000) & %)			12,580 21.5	21.6*		21.4*	13,690 23.4		11,580 19.8		11,930 20.4			13,100 22.4	21.2*		23.6*
SHARE OF AUDIENCE %			37	38 *		36 *	37		32		34			40	37 *		43 *
AVG. AUD. BY ¼ HR. %			21.6	21.6	22.2	20.5	22.8	23.9	19.7	19.9	19.6		21.2	20.6	21.8	23.5	23.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,810 23.6				18,140 31.0										
			← Andy Williams Show →				← NBC Saturday Night at the Movies → "TOM JONES" (8:30-11:00PM)										
AVERAGE AUDIENCE (Households (000) & %)			10,300 17.6	16.8*		18.4*	10,180 17.4	17.9*		18.1*		17.8*			16.9*		16.1*
SHARE OF AUDIENCE %			30	30 *		31 *	29	29 *		29 *		30 *			30 *		30 *
AVG. AUD. BY ¼ HR. %			16.3	17.4	18.0	18.8	18.3	17.4	18.7	17.5	18.2	17.5		17.4	16.3	16.3	15.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	46.5	48.9	53.1	56.2	58.5	59.5	60.2	60.8	60.7	60.7	57.5	55.7		54.1	53.7	52.0	50.1
WK 2	47.6	50.8	55.1	57.3	59.6	60.9	62.6	62.9	62.4	61.3	59.9	60.0		57.8	55.8	54.9	54.0

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79 (1) FOR RATINGS, SEE PAGE 51.

EVE. • SAT. OCT. 25, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. OCT. 19, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,820 / 20.2				13,810 / 23.6				17,840 / 30.5								
	Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "STAGECOACH" (9:00-11:15PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)	8,250 / 14.1	12.8*		15.4*	11,930 / 20.4	20.1*		20.8*	12,050 / 20.6	19.9*		20.6*		21.7*		21.0*
SHARE OF AUDIENCE %	26	25 *		27 *	32	32 *		32 *	34	30 *		32 *		37 *		38 *
AVG. AUD. BY ¼ HR. %	12.2	13.4	14.4	16.3	19.5	20.7	20.8	20.7	18.9	20.8	20.6	20.5	21.8	21.7	21.1	20.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	9,420 / 16.1		9,890 / 16.9		12,460 / 21.3				14,390 / 24.6				12,580 / 21.5				
	Lassie		To Rome with Love			Ed Sullivan Show			"Sinatra Jr.-Family and Friends" (Monsanto)					Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	7,720 / 13.2		8,420 / 14.4		10,240 / 17.5	16.5*		18.5*	11,170 / 19.1	19.3*		19.0*	9,830 / 16.8	16.9*		16.7*
SHARE OF AUDIENCE %	26		25		27	26 *		28 *	29	29 *		30 *	29	29 *		30 *
AVG. AUD. BY ¼ HR. %	12.7	13.7	14.0	14.9	15.6	17.4	18.3	18.8	18.8	19.8	19.4	18.6	16.3	17.5	17.3	16.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	22,700 / 38.8								17,610 / 30.1				12,640 / 21.6				
					Heidi (R) (7:10-9:10PM)(1) (U.S. Time)					Bonanza (9:10-10:10PM)(1)				Bold Ones (10:10-11:10PM)(1)			
AVERAGE AUDIENCE (Households (000) & %)	13,340 / 22.8			21.2*		23.6*		25.3*	12,640 / 21.6			21.3*	9,830 / 16.8			17.1*
SHARE OF AUDIENCE %	38			37 *		38 *		38 *	33			33 *	30			30 *
AVG. AUD. BY ¼ HR. %	17.4	18.3	20.5	21.8	23.6	23.6	24.6	26.1	21.8	21.1	21.2	21.4	18.1	17.3	17.1	17.1
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,410 / 19.5				16,670 / 28.5				16,560 / 28.3								
	Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "THE FALL OF THE ROMAN EMPIRE" (9:00-12:00MD)(1)							
AVERAGE AUDIENCE (Households (000) & %)	7,840 / 13.4	12.9*		13.9*	13,510 / 23.1	21.6*		24.7*	9,180 / 15.7	19.8*		18.1*		16.2*		14.6*
SHARE OF AUDIENCE %	22	23 *		22 *	35	33 *		37 *	32	31 *		29 *		30 *		30 *
AVG. AUD. BY ¼ HR. %	12.5	13.3	13.8	14.0	21.1	22.0	24.9	24.5	20.1	19.4	18.5	17.7	16.9	15.5	14.6	14.5
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	11,290 / 19.3		16,200 / 27.7		15,620 / 26.7				11,640 / 19.9				11,410 / 19.5				
	Lassie		"It's a Great Pumpkin" (R)			Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	9,710 / 16.6		14,860 / 25.4		11,410 / 19.5	19.4*		19.5*	8,890 / 15.2	15.4*		15.0*	9,180 / 15.7	15.7*		15.7*
SHARE OF AUDIENCE %	29		40		29	29 *		29 *	24	24 *		24 *	30	29 *		32 *
AVG. AUD. BY ¼ HR. %	15.2	17.9	24.8	26.1	19.3	19.5	20.1	18.9	15.7	15.0	14.8	15.2	15.7	15.8	16.0	15.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	10,300 / 17.6		17,900 / 30.6				13,810 / 23.6		17,840 / 30.5				13,280 / 22.7				
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "THE FEATHER FARM"				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	9,360 / 16.0		12,870 / 22.0	20.0*		24.0*	12,340 / 21.1		15,390 / 26.3	25.8*		26.8*	10,760 / 18.4	19.9*		17.0*
SHARE OF AUDIENCE %	28		34	32 *		36 *	32		42	40 *		43 *	35	36 *		35 *
AVG. AUD. BY ¼ HR. %	16.2	15.9	19.6	20.5	24.0	24.1	20.3	22.0	25.1	26.4	27.0	26.5	20.6	19.1	17.9	16.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	49.0	51.8	55.6	58.6	61.8	64.0	65.3	66.7	66.8	65.8	65.0	63.7	60.1	58.0	56.6	55.1
WK 2	55.5	57.5	62.0	64.8	65.7	66.6	66.3	66.2	64.1	63.7	63.1	61.9	56.5	53.1	50.6	47.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 74-79 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • SUN. OCT. 26, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. OCT. 27, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,420 / 14.4			8,190 / 14.0			10,710 / 18.3					9,890 / 16.9			
Programming			Music Scene (7:30-8:15PM)				New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)			6,260 / 10.7			6,320 / 10.8			7,430 / 12.7	11.8*			13.6*	7,840 / 13.4	13.6*		13.1*
SHARE OF AUDIENCE %			16			16			21	19 *			23 *	25	24 *		25 *
AVG. AUD. BY ¼ HR. %			11.2	11.0	9.8	9.3	11.5	11.6	11.7	11.9	13.6	13.6		13.5	13.6	13.1	13.2
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,600 / 31.8				14,510 / 24.8		15,800 / 27.0		19,660 / 33.6						
Programming			Gunsmoke				Here's Lucy (Greyhound)		Mayberry R.F.D. (Philip Morris)				NFL Football Game (NEW YORK VS. DALLAS, 9:30-12:15AM) (1)				
AVERAGE AUDIENCE (Households (000) & %)			15,150 / 25.9	25.3*		26.5*	13,340 / 22.8		14,040 / 24.0		11,350 / 19.4		22.1*		22.1*		20.0*
SHARE OF AUDIENCE %			43	42 *		44 *	35		39		39		36 *		37 *		36 *
AVG. AUD. BY ¼ HR. %			24.7	26.0	26.8	26.2	22.6	23.0	23.6	24.5	21.7		22.5	22.6	21.6	21.4	18.6
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,340 / 21.1		20,360 / 34.8				17,840 / 30.5								
Programming			My World and Welcome to It		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "DESTINY OF A SPY" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			10,530 / 18.0		15,620 / 26.7	25.0*		28.4*	10,530 / 18.0	19.4*			18.8*		17.6*		16.4*
SHARE OF AUDIENCE %			28		40	37 *		42 *	31	31 *			31 *		31 *		31 *
AVG. AUD. BY ¼ HR. %			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,650 / 16.5			8,600 / 14.7			8,830 / 15.1							6,730 / 11.5	
Programming			Music Scene (7:30-8:15PM)				New People (8:15-9:00PM)		Love, American Style		President Nixon's Address-Viet Nam (Sustainer) (9:30-10:30PM)(2)						Love, American Style
AVERAGE AUDIENCE (Households (000) & %)			7,370 / 12.6			6,960 / 11.9			7,900 / 13.5							5,790 / 9.9	
SHARE OF AUDIENCE %			19			17			20							18	
AVG. AUD. BY ¼ HR. %			13.0	12.5	12.2	11.0	12.6	12.2	13.0	14.1						9.6	10.2
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			20,010 / 34.2				13,810 / 23.6		14,800 / 25.3					13,340 / 22.8	13,980 / 23.9		
Programming			Gunsmoke				Here's Lucy (Co-sponsor)		Mayberry R.F.D. (Gen. Foods)		President Nixon's Address-Viet Nam (9:30-10:05PM) (Sustainer)			Correspondents Analysis (10:05-10:15PM)	Carol Burnett Show (10:15-11:00PM)		
AVERAGE AUDIENCE (Households (000) & %)			16,150 / 27.6	26.7*		28.5*	12,810 / 21.9		13,400 / 22.9					13,220 / 22.6	12,290 / 21.0		
SHARE OF AUDIENCE %			41	40 *		41 *	31		33					35	38		
AVG. AUD. BY ¼ HR. %			25.3	28.2	28.9	28.1	21.7	22.2	22.4	23.4				22.6	20.4	21.2	21.3
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,000 / 18.8		20,650 / 35.3				18,660 / 31.9								
Programming			My World and Welcome to It		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "FRANKIE & JOHNNY" (9:00-9:30 & 10:15-11:30PM)		President Nixon's Address-Viet Nam (9:30-10:05PM) (Sustainer)		(3)	NBC Monday Night at the Movies "FRANKIE & JOHNNY" (9:00-9:30 & 10:15-11:30PM) (1)			
AVERAGE AUDIENCE (Households (000) & %)			9,710 / 16.6		15,740 / 26.9	24.6*		29.3*	9,770 / 16.7	21.0*							15.6*
SHARE OF AUDIENCE %			25		38	35 *		42 *	30	30 *							29 *
AVG. AUD. BY ¼ HR. %			16.1	17.0	23.1	26.0	29.0	29.6	21.3	20.7					16.8	16.1	15.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	59.8	61.7	63.4	64.8	66.4	67.5	67.7	67.4	63.7	61.7	59.8	59.7		57.9	56.1	54.3	50.3
WK 2	62.1	63.9	64.9	67.2	69.4	70.6	70.5	70.4	68.8	69.0	68.7	68.2		63.9	57.0	52.2	50.2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs See Pages 72-75

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.
(2) COMMENTARY (10:05-10:30PM) (SUSTAINER)
(3) COMMENTARY - PRES. NIXON (MON. 10:05-10:15PM) (SUS.)

EVE. • MON. NOV. 3, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · TUE. OCT. 28, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV			The Undersea World of Jacques Cousteau "THE DESERT WHALES" (Armstrong)						Movie of the Week "THE YOUNG LAWYERS"					Marcus Welby, M.D.			
TOTAL AUDIENCE (Households (000) & %)			15,970 27.3				13,050 22.3							13,690 23.4			
AVERAGE AUDIENCE (Households (000) & %)			12,050 20.6	19.8*		21.4*	8,600 14.7	14.8*		14.1*		15.2*		11,990 20.5	19.9*		21.0*
SHARE OF AUDIENCE %			32	31 *		33 *	24	23 *		22 *		26 *		40	37 *		42 *
AVG. AUD. BY ¼ HR. %			19.3	20.2	21.4	21.4	15.4	14.3	14.4	13.9	15.2	15.3		19.5	20.4	21.1	20.9
CBS TV			Lancer				Red Skelton Hour				Governor and J. J.				60 Minutes "VARIOUS SUBJECTS"		
TOTAL AUDIENCE (Households (000) & %)			13,220 22.6				19,540 33.4				12,870 22.0			9,480 16.2			
AVERAGE AUDIENCE (Households (000) & %)			10,590 18.1	17.1*		19.0*	15,500 26.5	25.8*		27.2*	11,120 19.0			6,730 11.5	12.1*		10.9*
SHARE OF AUDIENCE %			28	27 *		29 *	41	40 *		43 *	33			22	23 *		22 *
AVG. AUD. BY ¼ HR. %			16.7	17.5	18.6	19.4	25.2	26.5	28.0	26.4	19.8	18.3		12.8	11.3	11.1	10.8
NBC TV			I Dream of Jeannie		Debbie Reynolds Show		Julia				NBC Tuesday Night at the Movies "DON'T JUST STAND THERE" (9:00-11:00PM)						
TOTAL AUDIENCE (Households (000) & %)			12,170 20.8		12,110 20.7		13,510 23.1		17,200 29.4								
AVERAGE AUDIENCE (Households (000) & %)			11,000 18.8		10,470 17.9		12,230 20.9		10,650 18.2	18.2*		19.0*			19.1*		16.4*
SHARE OF AUDIENCE %			30		28		32		32	29 *		33 *			36 *		33 *
AVG. AUD. BY ¼ HR. %			18.3	19.4	18.0	17.8	[illegible]	21.2	17.0	[illegible]		[illegible]		18,720 32.0	[illegible]		[illegible]
WEEK 2																	
ABC TV			Mod Squad						Movie of the Week "THE PIGEON"					Marcus Welby, M.D.			
TOTAL AUDIENCE (Households (000) & %)			15,680 26.8				14,780 32.1										
AVERAGE AUDIENCE (Households (000) & %)			12,580 21.5	19.8*		23.2*	13,510 23.1	21.0*		22.9*		25.4*		15,970 27.3	26.3*		28.2*
SHARE OF AUDIENCE %			33	31 *		35 *	35	31 *		34 *		40 *		50	46 *		54 *
AVG. AUD. BY ¼ HR. %			18.8	20.8	23.1	23.3	21.7	20.3	23.7	22.0	27.0	23.9		25.6	27.1	28.4	28.1
CBS TV			Lancer				Red Skelton Hour				Governor and J. J.		Who, What, When, Where, Why "CONVERSATION WITH DEAN ACHESON" PART 3				
TOTAL AUDIENCE (Households (000) & %)			13,690 23.4				17,610 30.1				12,990 22.2			5,850 10.0			
AVERAGE AUDIENCE (Households (000) & %)			11,060 18.9	18.2*		19.6*	13,810 23.6	21.8*		25.3*	11,580 19.8			4,740 8.1			
SHARE OF AUDIENCE %			29	28 *		29 *	35	32 *		37 *	31			14			
AVG. AUD. BY ¼ HR. %			17.7	18.7	19.2	20.0	21.1	22.5	24.9	25.7	20.3	19.2		8.4	7.7		
NBC TV			I Dream of Jeannie		Debbie Reynolds Show		Julia						First Tuesday (9:00-11:00PM)				
TOTAL AUDIENCE (Households (000) & %)			11,120 19.0		12,050 20.6		12,460 21.3		12,810 21.9								
AVERAGE AUDIENCE (Households (000) & %)			9,950 17.0		10,710 18.3		11,170 19.1		5,910 10.1	9.7*		9.9*			11.0*		9.7*
SHARE OF AUDIENCE %			26		27		28		17	14 *		15 *			19 *		19 *
AVG. AUD. BY ¼ HR. %			16.8	17.2	18.0	18.6	19.8	18.4	10.3	9.2	10.0	9.8		11.6	10.3	10.1	9.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	58.2	60.7	62.5	64.1	64.2	64.8	64.8	65.5	63.8	62.4	58.5	57.1		54.2	52.7	51.3	48.7
WK 2	60.1	60.6	63.4	65.3	66.3	66.9	67.8	68.6	67.7	68.2	65.4	62.5		57.6	56.0	53.6	50.9

U.S. TV Households: 58,500,000 { For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. · TUE. NOV. 4, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. OCT. 29, 1969

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,010 15.4		10,350 17.7		11,230 19.2		13,690 23.4								
				Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "GEORGY GIRL" (9:00-10:55PM)(B)								
	AVERAGE AUDIENCE (Households (000) & %)			7,720 13.2		9,240 15.8		9,950 17.0		8,780 15.0	16.6*		15.8*		14.2*		13.1*
	SHARE OF AUDIENCE %			22		24		26		26	26 *		26 *		26 *		26 *
	AVG. AUD. BY ¼ HR. %			12.8	13.5	15.2	16.5	17.1	16.8	16.6	16.5	16.1	15.4	14.7	13.8	13.5	12.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)			17,900 30.6				15,030 25.7		13,340 22.8				13,980 23.9			
				Glen Campbell Hour				Beverly Hillbillies		Medical Center					Hawaii Five-O		
	AVERAGE AUDIENCE (Households (000) & %)			14,220 24.3	24.1*		24.4*	13,690 23.4		10,760 18.4	17.7*		19.1*	11,820 20.2	20.6*		19.8*
	SHARE OF AUDIENCE %			39	40 *		38 *	36		29	28 *		31 *	38	37 *		40 *
	AVG. AUD. BY ¼ HR. %			24.0	24.2	24.3	24.5	23.0	23.9	16.9	18.4	18.8	19.3	20.4	20.8	20.1	19.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,620 26.7						17,200 29.4				10,710 18.3			
				The Virginian						Brass Are Coming (Bank of America)				Then Came Bronson			
	AVERAGE AUDIENCE (Households (000) & %)			11,350 19.4	17.7*		19.8*		20.7*	12,520 21.4	22.3*		20.6*	8,660 14.8	15.2*		14.4*
	SHARE OF AUDIENCE %			31	29 *		31 *		32 *	34	35 *		33 *	28	28 *		29 *
	AVG. AUD. BY ¼ HR. %			17.0	18.4	19.7	20.0	20.7	20.6	23.3	21.4	20.9	20.2	15.3	15.0	14.4	14.2

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			10,410 17.8		11,580 19.8		12,290 21.0		17,020 29.1								
				Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "A MAN AND A WOMAN" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			9,130 15.6		10,470 17.9		11,520 19.7		9,420 16.1	19.6*		17.0*		14.8*		13.1*
	SHARE OF AUDIENCE %			25		28		30		27	30 *		27 *		25 *		24 *
	AVG. AUD. BY ¼ HR. %			15.0	16.2	17.1	18.7	19.5	20.0	20.2	19.0	17.6	16.5	15.5	14.2	13.2	13.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)			15,500 26.5				13,510 23.1		14,510 24.8				14,220 24.3			
				Glen Campbell Hour				Beverly Hillbillies		Frank Sinatra Special (Anheuser Busch)					Hawaii Five-O		
	AVERAGE AUDIENCE (Households (000) & %)			11,880 20.3	20.2*		20.5*	12,640 21.6		10,650 18.2	18.3*		18.0*	12,050 20.6	20.8*		20.3*
	SHARE OF AUDIENCE %			32	33 *		32 *	32		28	28 *		28 *	36	35 *		38 *
	AVG. AUD. BY ¼ HR. %			19.7	20.7	20.6	20.3	21.3	21.9	18.6	18.0	18.1	18.0	20.6	21.1	21.0	19.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,390 26.3						15,090 25.8				12,520 21.4			
				The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson			
	AVERAGE AUDIENCE (Households (000) & %)			11,580 19.8	18.7*		20.1*		20.5*	11,060 18.9	18.2*		19.5*	9,890 16.9	17.1*		16.8*
	SHARE OF AUDIENCE %			31	30 *		31 *		31 *	29	28 *		31 *	30	29 *		31 *
	AVG. AUD. BY ¼ HR. %			18.6	18.8	20.0	20.2	20.6	20.5	17.5	18.9	19.9	19.1	16.8	17.4	17.3	16.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	55.2	57.6	60.0	62.0	63.8	65.4	65.1	65.1	63.6	63.3	62.2	61.6	56.3	54.1	51.9	47.8
WK 2	58.8	60.0	60.8	62.7	63.6	64.6	66.0	67.1	64.8	64.9	64.8	63.0	60.7	58.3	55.4	52.5

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • WED. NOV. 5, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. OCT. 30, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,950 / 15.3		12,460 / 21.3		13,050 / 22.3		13,050 / 22.3					10,650 / 18.2			
			Ghost and Mrs. Muir		That Girl		Bewitched		← This Is Tom Jones →					← It Takes a Thief →			
AVERAGE AUDIENCE (Households (000) & %)			8,010 / 13.7		11,290 / 19.3		12,340 / 21.1		9,770 / 16.7	17.1*		16.3*		8,190 / 14.0	14.2*		13.8*
SHARE OF AUDIENCE %			23		30		32		27	27 *		26 *		25	25 *		26 *
AVG. AUD. BY ¼ HR. %			13.2	14.3	19.0	19.7	20.7	21.5	17.2	17.1	16.6	16.0		14.3	14.1	13.6	14.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,030 / 27.4		16,380 / 28.0				16,030 / 27.4								
			Family Affair		← Jim Nabor's Hour →				← CBS Thursday Night Movies® "DEAR HEART" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			14,220 / 24.3		12,640 / 21.6	21.3*		21.9*	10,470 / 17.9	17.4*		19.1*			18.5*		16.7*
SHARE OF AUDIENCE %			41		33	34 *		33 *	30	28 *		31 *			32 *		32 *
AVG. AUD. BY ¼ HR. %			23.5	25.1	21.3	21.2	21.9	21.9	17.2	17.6	19.0	19.1		18.8	18.2	17.9	15.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,460 / 21.3				14,980 / 25.6				12,870 / 22.0			14,680 / 25.1			
			← Daniel Boone →				← Ironside →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			9,590 / 16.4	15.4*		17.4*	12,170 / 20.8	19.7*		22.0*	11,520 / 19.7			11,170 / 19.1	19.8*		18.4*
SHARE OF AUDIENCE %			27	26 *		27 *	32	30 *		35 *	32			35	35 *		35 *
AVG. AUD. BY ¼ HR. %			15.0	15.9	17.1	17.8	19.4	19.9	22.2	21.9	19.5	20.0		20.3	19.3	19.1	17.7

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,540 / 14.6		13,220 / 22.6		14,100 / 24.1		12,520 / 21.4					8,660 / 14.8			
			Ghost and Mrs. Muir		That Girl		Bewitched		← This Is Tom Jones →					← It Takes a Thief →			
AVERAGE AUDIENCE (Households (000) & %)			7,550 / 12.9		11,410 / 19.5		12,930 / 22.1		8,950 / 15.3	15.4*		15.2*	6,790 / 11.6	12.4*			10.9*
SHARE OF AUDIENCE %			21		30		33		24	24 *		24 *		21 *			20 *
AVG. AUD. BY ¼ HR. %			12.2	13.7	18.6	20.4	21.7	22.6	15.9	15.0	15.1	15.3		12.7	12.1	11.1	10.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			17,020 / 29.1		18,660 / 31.9				18,600 / 31.8								
			Family Affair		← Jim Nabor's Hour →				← CBS Thursday Night Movies® "4 FOR TEXAS" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			14,980 / 25.6		14,220 / 24.3	24.8*		23.8*	12,400 / 21.2	22.2*		21.9*			21.0*		19.5*
SHARE OF AUDIENCE %			41		37	38 *		36 *	36	35 *		35 *			36 *		36 *
AVG. AUD. BY ¼ HR. %			24.2	27.0	24.7	24.8	24.2	23.3	21.6	22.9	22.3	21.5		21.2	20.8	20.1	18.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,330 / 24.5				17,430 / 29.8							14,330 / 24.5			
			← Debbie Reynolds & the Sound of Children (Campbell Soup Co.) →				←		← Chrysler Presents the Bob Hope Show (Chrysler) →					← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			9,360 / 16.0	16.1*		15.9*	11,520 / 19.7	18.0*		20.6*		20.6*		11,880 / 20.3	20.7*		20.0*
SHARE OF AUDIENCE %			25	26 *		24 *	31	27 *		32 *		33 *		36	36 *		37 *
AVG. AUD. BY ¼ HR. %			16.7	15.4	15.9	15.9	17.6	18.4	20.5	20.6	20.3	20.8		20.7	20.7	20.8	19.2

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	55.6	56.2	58.3	60.8	62.7	64.1	65.4	66.3	63.3	62.3	61.9	61.7		58.3	56.2	55.0	50.7
WK 2	56.2	59.0	61.2	63.2	64.4	65.9	66.6	66.4	63.9	63.5	62.9	62.1		59.0	57.5	55.0	52.0

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • THU. NOV. 6, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 31, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,900 13.5		8,720 14.9		6,840 11.7		9,130 15.6					9,010 15.4			
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
AVERAGE AUDIENCE (Households (000) & %)			7,200 12.3		7,720 13.2		6,030 10.3		7,370 12.6	12.1*		13.0*		7,250 12.4	12.3*		12.4*
SHARE OF AUDIENCE %			25		25		20		24	23 *		24 *		25	24 *		25 *
AVG. AUD. BY ¼ HR. %			11.8	12.8	12.6	13.8	10.6	10.0	12.1	12.2	12.7	13.2		12.2	12.4	12.6	12.2
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,180 17.4		8,370 14.3		9,890 16.9		13,220 22.6								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "COME FLY WITH ME" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			9,130 15.6		7,780 13.3		9,010 15.4		8,600 14.7	13.4*		14.8*			15.3*		15.4*
SHARE OF AUDIENCE %			31		25		29		28	25 *		28 *			30 *		31 *
AVG. AUD. BY ¼ HR. %			15.5	15.7	13.4	13.1	15.1	15.8	12.9	13.9	14.6	14.9		15.2	15.4	15.6	15.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,810 21.9				15,030 25.7							11,290 19.3			
			← High Chaparral →				← Name of the Game →							← Bracken's World →			
AVERAGE AUDIENCE (Households (000) & %)			9,890 16.9	15.3*		18.5*	11,060 18.9	18.8*		19.1*		18.8*		8,540 14.6	15.4*		13.9*
SHARE OF AUDIENCE %			33	31 *		35 *	35	36 *		36 *		35 *		[illegible]	30 *		28 *
AVG. AUD. BY ¼ HR. %			15.0	15.5	[illegible]	18.4	[illegible]	19.0	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,240 15.8		8,950 15.3		7,310 12.5		8,780 15.0					8,720 14.9			
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
AVERAGE AUDIENCE (Households (000) & %)			8,250 14.1		7,960 13.6		6,550 11.2		6,670 11.4	11.1*		11.7*		6,550 11.2	11.1*		11.3*
SHARE OF AUDIENCE %			26		25		20		20	19 *		21 *		21	20 *		22 *
AVG. AUD. BY ¼ HR. %			13.7	14.6	13.1	14.1	11.1	11.2	10.9	11.2	11.5	11.9		11.4	10.8	11.2	11.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,400 21.2		8,480 14.5		11,760 20.1		15,210 26.0								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "HOW TO STUFF A WILD BIKINI" (9:00-10:50PM) →								(1)
AVERAGE AUDIENCE (Households (000) & %)			10,650 18.2		7,780 13.3		10,760 18.4		10,410 17.8	18.0*		18.4*			17.4*		
SHARE OF AUDIENCE %			34		24		33		32	31 *		32 *			32 *		
AVG. AUD. BY ¼ HR. %			17.9	18.5	13.5	13.1	17.5	19.2	17.8	18.3	18.5	18.3		17.9	16.9	17.3	16.0
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,280 22.7				13,860 23.7							11,760 20.1			
			← High Chaparral →				← Name of the Game →							← Bracken's World →			
AVERAGE AUDIENCE (Households (000) & %)			9,890 16.9	15.6*		18.1*	10,470 17.9	17.5*		18.3*		17.9*		9,240 15.8	15.9*		15.6*
SHARE OF AUDIENCE %			31	29 *		33 *	32	32 *		32 *		31 *		30	29 *		30 *
AVG. AUD. BY ¼ HR. %			15.6	15.6	17.7	18.6	17.6	17.4	18.3	18.3	18.0	17.9		16.1	15.7	15.4	15.8
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	48.6	48.9	49.1	50.0	52.0	52.7	52.4	53.1	53.4	53.4	53.6	54.0		52.6	50.4	49.8	49.1
WK 2	51.8	52.4	53.6	54.5	54.1	54.8	54.6	55.6	56.9	58.0	57.3	56.5		55.3	53.3	53.0	50.8

WEEK 1

WEEK 2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) "JENNY" (10:50-11:00PM) (SUSTAINER)

EVE. • FRI. NOV. 7, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. NOV. 1, 1969

WEEK 1 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,250 / 14.1		9,420 / 16.1		13,220 / 22.6				8,310 / 14.2						
			Dating Game		Newlywed Game		← Lawrence Welk Show →				← Hollywood Palace →						
AVERAGE AUDIENCE (Households (000) & %)			7,080 / 12.1		8,600 / 14.7		10,180 / 17.4	17.5*		17.2*	6,140 / 10.5	11.4*			9.6*		
SHARE OF AUDIENCE %			21		25		29	29 *		29 *	18	19 *			17 *		
AVG. AUD. BY ¼ HR. %			11.9	12.3	13.7	15.6	17.5	17.5	17.6	16.9	11.7	11.0		9.7	9.4		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,380 / 28.0				14,510 / 24.8		10,240 / 17.5		10,180 / 17.4		11,990 / 20.5				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			12,690 / 21.7	20.8*		22.6*	13,340 / 22.8		9,420 / 16.1		9,540 / 16.3		9,480 / 16.2		16.0*		16.5*
SHARE OF AUDIENCE %			37	36 *		38 *	37		27		28		30		29 *		31 *
AVG. AUD. BY ¼ HR. %			20.5	21.1	22.3	22.9	22.7	22.9	15.9	16.3	15.7	16.9	15.9		16.0	16.9	16.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,980 / 23.9				10,180 / 17.4		20,240 / 34.6								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies → "SERGEANTS 3" (9:00-11:15PM) (1)								
AVERAGE AUDIENCE (Households (000) & %)			10,120 / 17.3	17.7*		17.0*	9,590 / 16.4		15,090 / 25.8	24.1*		26.8*			26.6*		25.9*
SHARE OF AUDIENCE %			30	31 *		29 *	27		46	40 *		46 *			48 *		49 *
AVG. AUD. BY ¼ HR. %			17.2	18.1	17.0	16.9	15.9	16.8	23.4	24.7	24.9	26.7	27.1		26.1	25.7	26.1

WEEK 2 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,240 / 15.8		10,470 / 17.9		14,390 / 24.6				12,230 / 20.9						
			Dating Game		Newlywed Game		← Lawrence Welk Show →				← Hollywood Palace →						
AVERAGE AUDIENCE (Households (000) & %)			8,310 / 14.2		9,540 / 16.3		11,060 / 18.9	18.7*		19.1*	9,480 / 16.2	16.1*		16.3*			
SHARE OF AUDIENCE %			24		27		30	30 *		31 *	27	26 *		28 *			
AVG. AUD. BY ¼ HR. %			14.0	14.5	15.3	17.3	18.9	18.6	19.1	19.2	16.1	16.1	16.5	16.0			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,620 / 26.7				13,460 / 23.0		12,110 / 20.7		12,340 / 21.1		14,680 / 25.1				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			12,230 / 20.9	20.9*		20.9*	12,230 / 20.9		10,940 / 18.7		11,410 / 19.5		11,520 / 19.7	18.8*			20.7*
SHARE OF AUDIENCE %			35	35 *		34 *	34		30		32		35	32 *			38 *
AVG. AUD. BY ¼ HR. %			20.6	21.1	21.6	20.1	20.7	21.1	18.0	19.4	19.1	20.0	18.2	19.3		20.7	20.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,040 / 24.0				11,520 / 19.7		16,790 / 28.7								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies → "NIGHT GALLERY" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			10,710 / 18.3	18.0*		18.6*	10,710 / 18.3		11,700 / 20.0	21.1*		21.2*		19.8*			17.9*
SHARE OF AUDIENCE %			30	31 *		30 *	29		34	34 *		35 *		33 *			33 *
AVG. AUD. BY ¼ HR. %			17.4	18.6	18.7	18.5	17.8	18.7	21.4	20.7	21.4	21.0	20.7	19.0		18.9	16.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	50.3	53.5	56.6	57.5	58.2	59.9	60.7	61.2	59.9	60.2	58.5	58.5	56.2	55.0	53.7	52.3	
WK 2	52.8	55.3	58.0	60.0	61.1	61.4	62.0	62.6	62.1	62.1	61.2	61.5	59.9	58.4	55.3	53.2	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • SAT. NOV. 8, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. NOV. 2, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,930 / 20.4				15,330 / 26.2				18,490 / 31.6								
	Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies® "THE CARPETBAGGERS" (9:00-11:55PM) (1)							
AVERAGE AUDIENCE (Households (000) & %)	9,240 / 15.8	14.7*		16.8*	12,400 / 21.2	20.7*		21.7*	11,470 / 19.6	20.3*		20.5*		20.4*		19.2*
SHARE OF AUDIENCE %	26	26 *		27 *	32	31 *		33 *	36	32 *		32 *		35 *		35 *
AVG. AUD. BY ¼ HR. %	14.6	14.9	16.4	17.3	20.7	20.7	21.8	21.5	20.6	20.1	20.5	20.5	21.0	19.9	19.3	19.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	10,880 / 18.6		10,300 / 17.6		14,160 / 24.2				11,290 / 19.3				11,820 / 20.2				
	Lassie		To Rome with Love			Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	9,590 / 16.4		9,180 / 15.7		10,880 / 18.6	17.5*		19.7*	8,600 / 14.7	15.3*		14.1*	10,000 / 17.1	17.3*		16.9*
SHARE OF AUDIENCE %	29		25		28	27 *		30 *	23	24 *		22 *	30	30 *		31 *
AVG. AUD. BY ¼ HR. %	15.9	16.9	15.2	16.2	16.8	18.3	19.6	19.8	15.7	14.9	14.1	14.1	17.4	17.2	16.9	16.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	10,240 / 17.5		18,310 / 31.3				14,390 / 24.6		17,370 / 29.7				10,940 / 18.7				
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "CHARLIE, THE LONESOME COUGAR" PART I				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	9,240 / 15.8		13,920 / 23.8	22.0*		25.6*	13,160 / 22.5		14,860 / 25.4	25.0*		25.9*	9,540 / 16.3	16.7*		16.0*
SHARE OF AUDIENCE %	28		37	35 *		39 *	34		40	39 *		40 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %	15.1	16.4	21.5	22.5	25.6	25.7	22.4	22.7	24.2	25.7	26.3	25.6	16.9	16.5	16.3	15.7
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,700 / 20.0				16,200 / 27.7				19,360 / 33.1								
	Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "THE SPY WHO CAME IN FROM THE COLD" (9:00-11:15PM) (1)							
AVERAGE AUDIENCE (Households (000) & %)	8,780 / 15.0	14.6*		15.5*	13,160 / 22.5	20.5*		24.5*	10,760 / 18.4	23.3*		20.8*		17.1*		15.0*
SHARE OF AUDIENCE %	26	26 *		25 *	34	31 *		36 *	31	35 *		32 *		29 *		28 *
AVG. AUD. BY ¼ HR. %	14.4	14.7	15.5	15.4	19.6	21.3	24.4	24.5	23.7	22.8	21.6	20.0	17.8	16.5	15.5	14.5
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	11,000 / 18.8		9,710 / 16.6		13,220 / 22.6				14,390 / 24.6				15,330 / 26.2				
	Lassie		To Rome with Love			Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	9,830 / 16.8		8,600 / 14.7		10,000 / 17.1	16.4*		17.8*	10,590 / 18.1	17.1*		19.1*	12,580 / 21.5	21.6*		21.4*
SHARE OF AUDIENCE %	30		24		26	25 *		26 *	28	26 *		29 *	38	37 *		39 *
AVG. AUD. BY ¼ HR. %	16.2	17.5	14.1	15.2	15.7	17.1	18.2	17.3	15.8	18.4	18.8	19.5	21.3	21.9	22.0	20.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,180 / 15.7		19,360 / 33.1				15,210 / 26.0		17,840 / 30.5				11,520 / 19.7				
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "CHARLIE, THE LONESOME COUGAR" PART II				Bill Cosby Show (P & G)		An Evening With Julie Andrews & Harry Belafonte (Bell Telephone)					Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	7,960 / 13.6		15,090 / 25.8	24.1*		27.5*	14,160 / 24.2		12,580 / 21.5	22.4*		20.7*	9,240 / 15.8	16.3*		15.3*
SHARE OF AUDIENCE %	25		41	39 *		42 *	36		33	34 *		32 *	28	28 *		28 *
AVG. AUD. BY ¼ HR. %	13.1	14.1	22.8	25.4	28.0	27.0	23.8	24.6	23.7	21.1	20.7	20.7	16.6	15.9	15.8	14.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	56.3	58.5	61.0	63.2	65.0	66.6	66.4	66.3	64.5	64.1	64.3	63.8	59.1	57.5	55.4	54.0
WK 2	54.5	56.5	60.0	62.6	65.1	66.6	67.4	67.6	66.0	65.7	65.4	64.2	59.1	57.4	55.8	53.0

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGE.

EVE. • SUN. NOV. 9, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. NOV. 10, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,480 / 14.5			6,790 / 11.6				7,200 / 12.3				7,250 / 12.4			
Programming			Music Scene (7:30-8:15PM)				New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)			6,080 / 10.4			5,380 / 9.2				5,320 / 9.1	8.8* / 13 *		9.4* / 15 *	6,030 / 10.3 / 17	10.7* / 17 *		9.9* / 17 *
SHARE OF AUDIENCE %			16			13				14							
AVG. AUD. BY ¼ HR. %			10.2	10.3	10.7	8.5	9.4	9.8		8.8	8.8	9.2	9.6	10.8	10.6	10.2	9.5
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,480 / 33.3				15,680 / 26.8			16,440 / 28.1		15,440 / 26.4		16,670 / 28.5			
Programming			Gunsmoke				Here's Lucy			Mayberry R.F.D. (Philip Morris)		Doris Day Show		Carol Burnett Show			
AVERAGE AUDIENCE (Households (000) & %)			15,440 / 26.4				14,800 / 25.3			15,090 / 25.8		14,450 / 24.7		14,040 / 24.0	24.4*		23.6*
SHARE OF AUDIENCE %			41	25.9* / 41 *		26.9* / 40 *	36			39		38		40	39 *		41 *
AVG. AUD. BY ¼ HR. %			25.4	26.4	27.0	26.9	24.9	25.7		25.3	26.2	24.2	25.2	24.2	24.6	24.3	23.0
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,050 / 20.6		20,650 / 35.3					19,250 / 32.9							
Programming			My World and Welcome to It		Rowan & Martin Laugh-In					NBC Monday Night at the Movies "PINK JUNGLE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			10,180 / 17.4		16,500 / 28.2	25.9* / 39 *		30.4* / 44 *		12,810 / 21.9 / 35	24.2* / 36 *		23.0* / 36 *		20.9* / 34 *		19.4* / [illegible]
SHARE OF AUDIENCE %			28		41												
AVG. AUD. BY ¼ HR. %			14.8			12.5				12.2				11.7			
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
Programming			Music Scene (7:30-8:15PM)				New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)			6,200 / 10.6			5,790 / 9.9				5,090 / 8.7	8.5* / 13 *		8.9* / 14 *	5,440 / 9.3 / 16	9.0* / 15 *		9.5* / 17 *
SHARE OF AUDIENCE %			16			14				14							
AVG. AUD. BY ¼ HR. %			10.9	10.4	10.4	8.5	10.4	10.8		8.8	8.2	8.8	8.9	8.7	9.3	9.5	9.5
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,360 / 33.1				15,620 / 26.7			16,030 / 27.4		15,030 / 25.7		15,390 / 26.3			
Programming			Gunsmoke				Here's Lucy			Mayberry R.F.D. (Gen. Foods)		Doris Day Show		Carol Burnett Show			
AVERAGE AUDIENCE (Households (000) & %)			15,970 / 27.3				14,390 / 24.6			14,450 / 24.7		13,810 / 23.6		12,810 / 21.9	22.2*		21.6*
SHARE OF AUDIENCE %			41	26.9* / 41 *		27.7* / 41 *	36			38		38		39	38 *		39 *
AVG. AUD. BY ¼ HR. %			26.3	27.5	27.8	27.6	24.2	25.0		24.2	25.2	23.9	23.3	22.4	22.0	22.1	21.0
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,760 / 20.1		20,650 / 35.3					18,310 / 31.3							
Programming			My World and Welcome to It		Rowan & Martin Laugh-In					NBC Monday Night at the Movies "MADIGAN" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			10,590 / 18.1		15,740 / 26.9	25.3* / 37 *		28.5* / 42 *		12,340 / 21.1 / 36	22.1* / 34 *		21.6* / 35 *		21.0* / 37 *		19.7* / 37 *
SHARE OF AUDIENCE %			28		39												
AVG. AUD. BY ¼ HR. %			17.5	18.6	23.7	26.9	28.6	28.3		22.8	21.4	21.7	21.5	21.4	20.6	20.9	18.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1		57.8	59.4	61.5	63.5	66.4	67.9	69.3	70.0	67.6	66.4	65.0	64.4	62.5	61.0	59.3	55.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 2		60.8	61.3	64.3	66.4	68.1	68.5	68.7	68.5	65.4	64.6	63.1	62.1	59.2	57.9	56.6	53.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-83

EVE. • MON. NOV. 17, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. NOV. 11, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,800 25.3				15,210 26.0							12,750 21.8			
			Mod Squad						Movie of the Week "THE SPY KILLER"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			12,230 20.9		19.3*		22.6* 18.0	10,530	19.2*		17.8*		17.0*	11,060 18.9	19.0*		18.7*
SHARE OF AUDIENCE %			32		30 *		34 *	28	29 *		27 *		27 *	34	33 *		36 *
AVG. AUD. BY ¼ HR. %			18.5		20.1	22.1	23.0	19.8	18.5	18.4	17.2	17.0	16.9	18.6	19.4	19.5	17.9
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,270 24.4					18,540 31.7				11,000 18.8		7,780 13.3			
			Lancer						Red Skelton Hour			Governor and J. J.		60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			11,060 18.9		18.0*		19.7*	13,750 23.5	23.6*		23.4*	9,360 16.0		5,790 9.9	10.9*		9.0*
SHARE OF AUDIENCE %			29		28 *		30 *	35	35 *		35 *	26		18	19 *		17 *
AVG. AUD. BY ¼ HR. %			18.0		18.0	19.5	20.0	24.0	23.3	23.7	23.0	17.2	14.9	11.1	10.7	9.2	8.7
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,230 19.2			10,060 17.2		13,630 23.3		19,710 33.7							
			I Dream of Jeannie			Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies "BOY, DID I GET A WRONG NUMBER" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			9,480 16.2			9,130 15.6		12,230 20.9		13,340 22.8	20.7*		23.0* 39 *		23.0* 41 *		22.5* 42 *
SHARE OF AUDIENCE %			[illegible]		[illegible]	24		[illegible]		[illegible]	31 *						
AVG. AUD. BY ¼ HR. %			[illegible]					[illegible]									
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,400 22.9					18,080 30.9						15,090 25.8			
			Mod Squad						Movie of the Week "THE BALLAD OF ANDY CROCKER"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			10,940 18.7		17.4*		20.1*	13,100 22.4	20.9*		22.5*		23.9*	12,930 22.1	21.9*		22.3*
SHARE OF AUDIENCE %			29		28 *		31 *	34	31 *		33 *		38 *	39	38 *		41 *
AVG. AUD. BY ¼ HR. %			16.7		18.1	19.9	20.2	20.4	21.4	22.2	22.8	24.2	23.7	21.1	22.6	22.9	21.7
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,640 21.6					18,190 31.1				11,230 19.2		4,910 8.4			
			Lancer						Red Skelton Hour			Governor and J. J.		CBS News Hour "WHICH WAY RED CHINA" (Conn. Gen. Ins.)			
AVERAGE AUDIENCE (Households (000) & %)			10,000 17.1		16.1*		18.0*	14,450 24.7	23.8*		25.6*	10,180 17.4		4,270 7.3			
SHARE OF AUDIENCE %			27		26 *		27 *	36	35 *		38 *	27		13			
AVG. AUD. BY ¼ HR. %			15.8		16.4	17.3	18.7	23.9	23.6	25.8	25.4	17.6	17.3	7.8	6.7		
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,270 26.1					12,460 21.3		16,150 27.6							
			G.E. Monogram Series "THE WOLF MEN" (General Electric)					Julia		NBC Tuesday Night at the Movies "RUN A CROOKED MILE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			12,340 21.1		20.8*		21.5*	11,410 19.5		9,950 17.0	14.7*		15.9*		18.6*		18.6*
SHARE OF AUDIENCE %			33		33 *		33 *	29		28	22 *		25 *		32 *		33 *
AVG. AUD. BY ¼ HR. %			20.1		21.6	21.6	21.4	19.5	19.6	15.6	13.9	15.7	16.1	18.7	18.5	18.8	18.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	59.3	61.7	63.0	64.5	65.6	66.4	67.2	67.3	66.8	65.9	63.5	61.2	58.4	57.2	54.4	50.8	
WK 2	58.9	59.3	61.2	63.5	64.7	66.4	67.6	68.7	67.3	67.0	64.0	63.0	58.7	57.5	56.1	53.5	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-83

EVE. • TUE. NOV. 18, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. NOV. 12, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,310 14.2		9,950 17.0		10,760 18.4		12,870 22.0								
			Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "RAGE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			7,140 12.2		9,070 15.5		10,000 17.1		8,780 15.0	15.2*		15.1*		14.9*		14.7*	
SHARE OF AUDIENCE %			19		23		26		25	24 *		24 *		26 *		27 *	
AVG. AUD. BY ¼ HR. %			11.6	12.7	15.2	15.7	17.0	17.2	14.8	15.6	15.1	15.1	15.0	14.8	15.0	14.5	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,420 33.2				15,740 26.9		15,850 27.1				14,510 24.8				
			Glen Campbell Hour				Beverly Hillbillies		Medical Center				Hawaii Five-O				
AVERAGE AUDIENCE (Households (000) & %)			14,860 25.4	24.4*		26.4*	14,510 24.8		13,160 22.5	22.6*		22.4*	12,050 20.6	21.3*		19.9*	
SHARE OF AUDIENCE %			39	38 *		40 *	37		36	35 *		36 *	37	37 *		37 *	
AVG. AUD. BY ¼ HR. %			23.1	25.8	26.6	26.3	24.0	25.5	22.8	22.4	22.7	22.0	21.3	21.3	20.3	19.5	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,610 28.4		15,030 25.7				13,160 22.5				10,120 17.3				
			Hey, Hey, Hey - It's Fat Albert (Mattel)			Monsanto Presents Johnny Carson (Monsanto)			Diana Ross on Broadway (U.S. Time)				Norman Rockwell's America (American Gas)				
AVERAGE AUDIENCE (Households (000) & %)			13,750 23.5		11,290 19.3	19.0*		19.6*	9,540 16.3	16.8*		15.8*	8,010 13.7	14.2*		13.1*	
SHARE OF AUDIENCE %			37		29	29 *		29 *	26	26 *		26 *	25	24 *		24 *	
AVG. AUD. BY ¼ HR. %			24.2	22.8	18.9	19.1	20.0	19.3	17.2	16.5	15.7	16.0	14.4	14.0	13.4	12.9	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,180 15.7		10,880 18.6		12,290 21.0		17,840 30.5								
			Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "CAT BALLOU" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,310 14.2		9,890 16.9		11,120 19.0		12,640 21.6	22.1*		22.8*		21.3*		20.3*	
SHARE OF AUDIENCE %			23		26		29		36	34 *		36 *		36 *		37 *	
AVG. AUD. BY ¼ HR. %			13.6	14.9	16.2	17.6	18.2	19.8	21.6	22.6	22.4	23.2	20.9	21.7	21.7	18.9	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,790 28.7				12,640 21.6		11,880 20.3				12,930 22.1				
			Glen Campbell Hour				Beverly Hillbillies		Medical Center				Hawaii Five-O				
AVERAGE AUDIENCE (Households (000) & %)			12,640 21.6	22.4*		20.7*	11,580 19.8		9,180 15.7	15.3*		16.0*	11,060 18.9	19.3*		18.5*	
SHARE OF AUDIENCE %			34	37 *		32 *	30		24	24 *		25 *	33	32 *		34 *	
AVG. AUD. BY ¼ HR. %			22.3	22.5	22.1	19.4	19.1	20.5	15.3	15.3	16.0	16.1	19.2	19.3	19.0	18.1	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,630 25.0						10,240 17.5				9,240 15.8				
			The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
AVERAGE AUDIENCE (Households (000) & %)			10,590 18.1	16.8*		18.6*		18.7*	7,430 12.7	13.4*		12.0*	7,140 12.2	11.4*		12.9*	
SHARE OF AUDIENCE %			28	27 *		29 *		28 *	20	21 *		19 *	20	19 *		22 *	
AVG. AUD. BY ¼ HR. %			16.2	17.5	18.4	18.8	19.2	18.2	13.7	13.2	12.5	11.5	11.4	11.5	12.7	13.0	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	57.8	60.0	62.9	65.1	66.2	66.5	66.4	66.8	64.1	63.4	62.0	61.8	58.5	57.6	55.5	51.9	
WK 2	59.3	59.3	60.1	62.4	64.0	65.0	65.9	67.0	64.6	63.9	64.5	63.6	60.6	58.9	57.0	52.8	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-83

EVE. • WED. NOV. 19, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. NOV. 13, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,310 14.2		11,820 20.2		13,570 23.2		14,630 25.0					11,230 19.2			
Programming			Vice Pres. Agnew's Address (7:00-7:35PM) (Sustainer)	Ghost and Mrs. Muir (7:35-8:00PM)	That Girl		Bewitched		This Is Tom Jones					It Takes a Thief			
AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6		10,530 18.0		12,690 21.7		10,820 18.5	18.3*		18.7*	8,660 14.8	15.1*		14.5*	
SHARE OF AUDIENCE %			20		27		32		29	29 *		29 *	26	25 *		27 *	
AVG. AUD. BY ¼ HR. %			12.1	12.9	17.4	18.6	21.3	22.0	18.3	18.2	18.9	18.5	15.5	14.8	14.4	14.5	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,800 25.3		17,780 30.4				15,390 26.3							6,610 11.3	
Programming			Vice Pres. Agnew's Address (7:00-7:35PM) (Sustainer)	Family Affair (7:35-8:00PM)	Jim Nabor's Hour				CBS Thursday Night Movies (1) "MISTER BUDDWING" (9:00-10:45PM)							Apollo 12 Preview	
AVERAGE AUDIENCE (Households (000) & %)			13,570 23.2		13,750 23.5	22.9*		24.1*	9,890 16.9	16.6*		17.2*		17.2*		6,730 11.5	
SHARE OF AUDIENCE %			37		35	35 *		36 *	27	26 *		27 *		29 *		23	
AVG. AUD. BY ¼ HR. %			22.8	23.4	22.1	23.6	24.1	24.1	17.3	16.0	17.4	17.1	17.5	17.0	15.9	11.5	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,570 23.2				16,730 28.6				12,580 21.5		16,500 28.2				
Programming			Vice Pres. Agnew's Address (7:00-7:35PM) (Sustainer)	Daniel Boone (7:35-8:30PM)			Ironside				Dragnet		Dean Martin Show				
AVERAGE AUDIENCE (Households (000) & %)			10,530 18.0	17.5*		18.5*	12,520 21.4	19.6*		23.3*	11,520 19.7		13,460 23.0	23.4*		22.6*	
SHARE OF AUDIENCE %			28	28 *		28 *	33	29 *		34 *	31		41	39 *		42 *	
AVG. AUD. BY ¼ HR. %			17.4	17.6	18.6	18.4	19.3	19.0	22.7	23.9	19.2	20.3	[illegible]	24.1	23.2	[illegible]	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,600 14.7		11,060 18.9		13,570 23.2		16,560 28.3				10,880 18.6				
Programming			Ghost and Mrs. Muir		That Girl		Bewitched		This Is Tom Jones					It Takes a Thief			
AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6		10,240 17.5		12,340 21.1		12,990 22.2	21.7*		22.7*	8,480 14.5	15.0*		14.1*	
SHARE OF AUDIENCE %			21		28		32		35	34 *		37 *	27	27 *		27 *	
AVG. AUD. BY ¼ HR. %			12.1	13.0	17.0	18.0	20.5	21.8	21.1	22.3	23.3	22.1	15.3	14.7	14.1	14.1	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,210 26.0		16,500 28.2				13,750 23.5								
Programming			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies "THE ROMAN SPRING OF MRS. STONE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			13,750 23.5		12,690 21.7	21.3*		22.1*	7,960 13.6	14.7*		13.9*		13.4*		12.5*	
SHARE OF AUDIENCE %			39		34	33 *		34 *	23	23 *		23 *		24 *		24 *	
AVG. AUD. BY ¼ HR. %			22.8	24.1	21.2	21.4	22.5	21.8	15.3	14.0	14.0	13.8	13.6	13.1	13.0	12.1	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,160 24.2				15,150 25.9				12,050 20.6		15,970 27.3				
Programming			Daniel Boone				Ironside				Dragnet		Dean Martin Show				
AVERAGE AUDIENCE (Households (000) & %)			10,300 17.6	16.3*		18.8*	11,990 20.5	18.9*		22.2*	10,820 18.5		13,100 22.4	22.6*		22.2*	
SHARE OF AUDIENCE %			29	27 *		30 *	32	29 *		35 *	30		41	40 *		42 *	
AVG. AUD. BY ¼ HR. %			16.0	16.7	18.7	18.9	18.4	19.4	22.2	22.3	18.3	18.8	22.1	23.1	22.9	21.5	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	58.3	60.3	62.0	63.3	64.9	66.5	67.0	67.3	64.3	64.1	64.0	64.0	60.0	59.3	56.2	50.7	
WK 2	57.7	58.8	56.6	60.8	63.0	64.1	64.7	65.6	63.9	64.0	62.1	60.5	56.6	55.8	54.3	51.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-83

EVE. • THU. NOV. 20, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. NOV. 14, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,830 16.8		10,760 18.4		7,660 13.1		9,830 16.8					10,530 16.0			
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
AVERAGE AUDIENCE (Households (000) & %)			8,950 15.3		9,830 16.8		7,080 12.1		7,900 13.5	13.1*		14.0*		8,130 13.9	14.3*		13.4*
SHARE OF AUDIENCE %			26		28		20		22	22 *		23 *		25	25 *		25 *
AVG. AUD. BY ¼ HR. %			14.9	15.6	16.2	17.4	12.1	12.1	12.9	13.3	13.7	14.3		13.8	14.7	13.8	13.0
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,630 23.3		9,540 16.3		12,750 21.8		15,330 26.2								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies ® "PENELOPE" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			11,880 20.3		8,660 14.8		11,580 19.8		10,180 17.4	16.7*		17.4*			18.1*		17.5*
SHARE OF AUDIENCE %			34		24		33		30	28 *		28 *			32 *		33 *
AVG. AUD. BY ¼ HR. %			20.1	20.4	14.9	14.6	18.9	20.6	16.3	17.1	17.5	17.3		18.1	18.1	18.2	16.8
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,170 20.8				15,270 26.1							10,820 18.5			
			← High Chaparral →				← Name of the Game →							← Bracken's World →			
AVERAGE AUDIENCE (Households (000) & %)			9,480 16.2	15.0*		17.3*	11,640 19.9	19.3*		20.3*		20.0*		8,130 13.9	14.3*		13.4*
SHARE OF AUDIENCE %			27	25 *		29 *	33	32 *		33 *		33 *		25	25 *		25 *
AVG. AUD. BY ¼ HR. %			14.6	15.5	17.1	17.6	19.7	18.9	20.3	20.3	16.1	19.9		14.9	13.8	13.2	13.6
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,660 14.8		9,650 16.5		8,070 13.8		11,930 20.4					10,350 17.7			
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
AVERAGE AUDIENCE (Households (000) & %)			7,720 13.2		8,950 15.3		7,250 12.4		8,950 15.3	14.6*		16.0*		8,070 13.8	14.2*		13.3*
SHARE OF AUDIENCE %			24		27		22		27	26 *		28 *		26	26 *		25 *
AVG. AUD. BY ¼ HR. %			12.7	13.7	15.0	15.6	12.6	12.2	14.2	15.1	15.2	16.8		14.3	14.2	13.8	12.8
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,340 21.1		9,590 16.4		13,100 22.4		16,670 28.5								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "FANNY" (9:00-11:25PM)(1) →								
AVERAGE AUDIENCE (Households (000) & %)			10,710 18.3		9,010 15.4		12,110 20.7		10,180 17.4	16.6*		16.1*			18.1*		18.2*
SHARE OF AUDIENCE %			33		27		36		32	29 *		28 *			33 *		34 *
AVG. AUD. BY ¼ HR. %			18.0	18.7	15.5	15.3	19.9	21.4	16.8	16.4	16.3	15.9		17.8	18.3	18.4	18.1
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,220 24.3				13,810 23.6							9,180 15.7			
			← High Chaparral →				←		Hallmark Hall of Fame "FILE ON DEVLIN" (Hallmark Cards)	→				Prudential On Stage "MIRROR, MIRROR, OFF THE WALL" (Prudential Insurance)	→		
AVERAGE AUDIENCE (Households (000) & %)			11,000 18.8	17.2*		20.4*	9,480 16.2	16.7*		16.3*		15.6*		6,840 11.7	12.7*		10.7*
SHARE OF AUDIENCE %			33	31 *		36 *	28	29 *		29 *		27 *		22	23 *		20 *
AVG. AUD. BY ¼ HR. %			16.8	17.6	20.0	20.8	17.4	15.9	16.4	16.2	16.0	15.3		13.7	11.7	10.9	10.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	57.0	58.1	59.4	60.2	60.3	60.9	59.5	59.5	60.3	61.2	61.1	61.1		57.8	56.5	55.0	52.6
WK 2	52.4	54.2	54.8	56.2	56.8	58.0	57.5	57.3	56.5	56.5	56.5	57.7		55.5	54.7	53.8	52.2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-83 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • FRI. NOV. 21, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. NOV. 15, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			7,840 / 13.4		9,240 / 15.8		14,390 / 24.6				17,550 / 30.0					
			Dating Game		Newlywed Game		Lawrence Welk Show						NCAA Football Game (NOTRE DAME VS GEORGIA, 9:30-12:20AM) (1)			
AVERAGE AUDIENCE (Households (000) & %)			6,960 / 11.9		8,310 / 14.2		11,230 / 19.2	18.4*		20.0* / 32 *	8,130 / 13.9 / 26	15.9* / 26 *		14.9* / 25 *		13.6* / 23 *
SHARE OF AUDIENCE %			20		23		31	30 *								
AVG. AUD. BY ¼ HR. %			11.4	12.3	13.6	14.8	18.0	18.7	19.8	20.2	16.2	15.7	15.1	14.6	14.6	12.5
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			17,020 / 29.1				15,270 / 26.1		11,520 / 19.7		13,400 / 22.9		18,370 / 31.4			
			Jackie Gleason Show				My Three Sons		Green Acres		Petticoat Junction			Miss Teenage America (10:00-11:30PM)(1)		
AVERAGE AUDIENCE (Households (000) & %)			13,630 / 23.3				13,750 / 23.5		10,590 / 18.1		12,230 / 20.9		13,690 / 23.4	22.6*		23.3* / 41 *
SHARE OF AUDIENCE %			38	23.1* / 38 *		23.4* / 38 *	37		29		34		42	38 *		
AVG. AUD. BY ¼ HR. %			22.7	23.4	23.8	23.1	22.7	24.4	17.8	18.4	20.2	21.5	22.6	22.5	23.1	23.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			13,630 / 23.3				19,310 / 33.0									
			Andy Williams Show				NBC Saturday Night at the Movies (1) "FORTUNE COOKIE" (8:30-11:00PM)									
AVERAGE AUDIENCE (Households (000) & %)			10,410 / 17.8	17.5*		18.0*	11,350 / 19.4	16.6*		20.0*		19.8*		20.3*		20.3*
SHARE OF AUDIENCE %			29	29 *		29 *	32	26 *		32 *		32 *		34 *		35 *
AVG. AUD. BY ¼ HR. %			17.1	17.9	18.1	17.9	16.6	16.6	20.3	19.8	19.9	19.6	20.3	20.4	20.7	20.0
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)									11,820 / 20.2				8,890 / 15.2			
			NCAA Football Game (USC VS UCLA, 6:00-9:10PM)(1)(2)							Lawrence Welk Show (9:10-10:00PM)				Hollywood Palace		
AVERAGE AUDIENCE (Households (000) & %)									9,360 / 16.0				7,140 / 12.2	12.4*		12.0*
SHARE OF AUDIENCE %			19.1* / 35 *	17.1* / 30 *		17.7* / 29 *		19.0* / 30 *	26				22	22 *		22 *
AVG. AUD. BY ¼ HR. %	19.4	18.8	17.3	16.9	17.4	18.1	18.7	19.3	16.9	15.6	16.3	15.9	12.6	12.3	12.2	11.7
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			17,020 / 29.1				17,840 / 30.5		15,390 / 26.3		13,630 / 23.3		16,260 / 27.8			
			Jackie Gleason Show				My Three Sons		Green Acres		Petticoat Junction			Mannix		
AVERAGE AUDIENCE (Households (000) & %)			13,220 / 22.6				16,380 / 28.0		13,280 / 22.7		12,580 / 21.5		13,810 / 23.6	23.7*		23.4*
SHARE OF AUDIENCE %			37	20.8* / 34 *		24.4* / 39 *	44		37		36		43	42 *		44 *
AVG. AUD. BY ¼ HR. %			20.1	21.5	24.2	24.6	27.5	28.4	21.9	23.4	21.0	22.0	23.7	23.7	24.2	22.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			13,750 / 23.5				10,060 / 17.2		17,080 / 29.2							
			Andy Williams Show				Adam 12		NBC Saturday Night at the Movies "ROBBERY" (9:00-11:30PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)			10,300 / 17.6				9,010 / 15.4		10,060 / 17.2							
SHARE OF AUDIENCE %			29	17.5* / 29 *		17.7* / 28 *	24		31	19.0* / 31 *		19.3* / 32 *		16.6* / 30 *		15.6* / 29 *
AVG. AUD. BY ¼ HR. %			17.4	17.7	17.9	17.6	15.3	15.5	17.6	20.5	20.1	18.4	17.0	16.2	15.8	15.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	56.1	57.7	59.9	61.1	61.9	62.1	62.2	63.5	63.2	63.4	61.2	60.8	60.1	59.2	58.5	56.3
WK 2	55.4	57.8	59.9	60.8	62.7	63.5	63.9	64.1	61.8	61.0	60.0	59.0	56.3	55.4	54.9	52.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-83 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES. (2) FOR RATINGS, SEE PAGE 49.

EVE. • SAT. NOV. 22, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. NOV. 16, 1969

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)	13,100 / 22.4				15,620 / 26.7				19,950 / 34.1								
		Land of the Giants				The F.B.I. (Ford)				ABC Sunday Night Movies "FLIGHT OF THE PHOENIX" (9:00-11:50PM)(1)								
	AVERAGE AUDIENCE (Households (000) & %)	9,360 / 16.0	15.4*		16.7*	12,750 / 21.8	20.7*		22.8*	13,510 / 23.1	23.6*		23.2*		23.3*		23.3*
	SHARE OF AUDIENCE %	26	26 *		27 *	32	31 *		33 *	41	35 *		35 *		39 *		42 *
	AVG. AUD. BY ¼ HR. %	15.5	15.3	16.5	16.8	20.0	21.5	22.8	22.8	23.9	23.4	23.3	23.1	23.3	23.4	23.3	23.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)	10,880 / 18.6		10,000 / 17.1		15,850 / 27.1				11,700 / 20.0				10,350 / 17.7				
		Lassie		To Rome with Love		Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)	9,180 / 15.7		9,180 / 15.7		11,580 / 19.8	17.7*		22.0*	9,360 / 16.0	16.6*		15.4*	8,370 / 14.3	15.0*		13.6*
	SHARE OF AUDIENCE %	27		25		29	26 *		32 *	24	25 *		23 *		25 *		25 *
	AVG. AUD. BY ¼ HR. %	15.5	15.9	15.3	16.0	16.6	18.7	21.8	22.1	17.0	16.2	15.5	15.2	15.5	14.5	13.8	13.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)	11,350 / 19.4		20,830 / 35.6				15,150 / 25.9		17,670 / 30.2				12,290 / 21.0				
		Wild Kingdom (R) (Mutual of Omaha)		Wonderful World of Disney "VARDA, THE PEREGRINE FALCON"				Bill Cosby Show (P & G)			Bonanza			Bold Ones				
	AVERAGE AUDIENCE (Households (000) & %)	10,180 / 17.4		15,680 / 26.8	25.9*		27.6*	13,920 / 23.8		15,270 / 26.1	25.9*		26.3*	10,180 / 17.4	18.0*		16.9*
	SHARE OF AUDIENCE %	30		41	41 *		41 *	35		39	39 *		40 *		30 *		31 *
	AVG. AUD. BY ¼ HR. %	16.3	18.5	25.8	26.0	27.8	27.4	23.7	24.0	25.4	26.3	26.5	26.1	18.5	17.5	17.3	16.4

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)	9,300 / 15.9		7,960 / 13.6		16,090 / 27.5				17,080 / 29.2								
		Land of the Giants (7:00-7:30PM)		Apollo 12 (7:30-8:00PM)		The F.B.I. (Ford)				ABC Sunday Night Movies "A HIGH WIND IN JAMAICA" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	8,310 / 14.2		6,200 / 10.6		12,990 / 22.2	19.8*		24.5*	11,170 / 19.1	21.7*		19.6*		18.4*		16.8*
	SHARE OF AUDIENCE %	24		18		33	30 *		36 *	31	33 *		30 *		32 *		31 *
	AVG. AUD. BY ¼ HR. %	13.7	14.8	11.3	10.0	18.5	21.2	24.0	25.0	22.2	21.3	20.1	19.1	19.0	17.8	17.3	16.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)	12,930 / 22.1		12,340 / 21.1		14,920 / 25.5				11,350 / 19.4				12,170 / 20.8				
		Lassie		To Rome with Love		Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)	11,350 / 19.4		10,710 / 18.3		10,710 / 18.3	17.6*		18.9*	8,890 / 15.2	15.1*		15.4*	10,180 / 17.4	17.8*		16.9*
	SHARE OF AUDIENCE %	33		30		27	26 *		28 *	23	23 *		24 *		31 *		31 *
	AVG. AUD. BY ¼ HR. %	19.3	19.5	17.2	19.5	17.1	18.0	19.8	18.0	14.9	15.3	15.0	15.8	17.6	17.9	17.4	16.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)	9,540 / 16.3		19,710 / 33.7				14,800 / 25.3		19,310 / 33.0				12,170 / 20.8				
		Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "SECRETS OF THE PIRATE'S INN" PART I				Bill Cosby Show (P & G)			Bonanza			Bold Ones				
	AVERAGE AUDIENCE (Households (000) & %)	8,370 / 14.3		15,090 / 25.8	24.4*		27.3*	13,280 / 22.7		16,030 / 27.4	27.1*		27.7*	10,350 / 17.7	17.9*		17.6*
	SHARE OF AUDIENCE %	24		40	40 *		41 *	34		42	41 *		42 *		32	31 *		33 *
	AVG. AUD. BY ¼ HR. %	13.2	15.5	23.6	25.2	27.5	27.0	22.7	22.7	26.6	27.5	28.4	26.9	18.0	17.7	18.2	17.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	57.7	59.9	62.2	63.3	65.8	68.2	68.5	69.1	67.3	67.0	66.5	65.9	60.7	57.9	55.9	54.0	
WK 2	57.9	59.7	60.3	62.5	65.3	68.0	67.7	67.1	66.5	66.8	66.2	64.3	58.4	56.7	55.6	51.9	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-83 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SUN. NOV. 23, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. NOV. 24, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,310 12.5			7,080 12.1				7,140 12.2				9,360 16.0			
			Music Scene (7:30-8:15PM)				New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)			5,380 9.2			5,790 9.9				5,560 9.5	9.4*		9.6*	7,140 12.2	12.5*		11.9*
SHARE OF AUDIENCE %			14			14				14	14 *		15 *	21	21 *		22 *
AVG. AUD. BY ¼ HR. %			9.7	9.2	8.6	8.7	10.3	10.7		9.6	9.1	9.7	9.6	12.3	12.7	12.2	11.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,190 32.8				14,220 24.3			13,460 23.0		12,290 21.0		15,500 26.5			
			Gunsmoke				Here's Lucy			Mayberry R.F.D. (Philip Morris)		Doris Day Show		Carol Burnett Show			
AVERAGE AUDIENCE (Households (000) & %)			15,850 27.1	26.6*		27.7*	13,570 23.2			11,930 20.4		11,410 19.5		12,230 20.9	20.7*		21.1*
SHARE OF AUDIENCE %			42	42 *		41 *	34			30		30		37	35 *		39 *
AVG. AUD. BY ¼ HR. %			25.6	27.6	28.3	27.0	23.1	23.3		20.3	20.4	19.3	19.7	20.3	21.1	21.6	20.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,930 20.4		20,300 34.7					22,760 38.9				15,560 26.6			
			My World and Welcome to It		Rowan & Martin Laugh-In					Chrysler Presents The Bob Hope Show (Chrysler)				Peapicker in Piccadilly (Libby, McNeill & Libby)			
AVERAGE AUDIENCE (Households (000) & %)			10,240 17.5		15,910 27.2	24.5*		29.9*		18,720 32.0	32.1*		31.9*	11,410 19.5	22.0*		17.0*
SHARE OF AUDIENCE %			28		40	37 *		44 *		48	48 *		49 *	34	37 *		32 *
AVG. AUD. BY ¼ HR. %			16.9	18.1	23.2	25.9	29.5	30.2		31.8	32.3	32.6	31.3	23.4	20.6	17.7	16.3
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,030 15.1			8,010 13.7				12,110 20.7				11,700 20.0			
			Music Scene (7:30-8:15PM)				New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)			6,080 10.4			6,320 10.8				8,600 14.7	13.5*		15.9*	9,070 15.5	15.4*		15.5*
SHARE OF AUDIENCE %			15			15				23	21 *		26 *	28	26 *		29 *
AVG. AUD. BY ¼ HR. %			11.3	10.4	9.5	9.1	11.4	11.8		12.8	14.3	15.8	16.1	14.6	16.2	15.9	15.2
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			17,670 30.2				15,910 27.2			15,680 26.8		15,330 26.2					
			Gunsmoke				Here's Lucy			CBS Special "DRAFT LOTTERY"				CBS Playhouse "SADBIRD" (Gen. Tel. & Elec.)			
AVERAGE AUDIENCE (Households (000) & %)			14,680 25.1	24.3*		25.9*	14,800 25.3			13,050 22.3		9,070 15.5	16.5*		15.5*		14.5*
SHARE OF AUDIENCE %			37	37 *		37 *	36			34		27	27 *		27 *		27 *
AVG. AUD. BY ¼ HR. %			23.5	25.1	26.2	25.6	25.0	25.5		23.7	21.0	17.4	15.7	16.2	14.8	15.4	13.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,340 21.1		20,300 34.7					19,010 32.5							
			My World and Welcome to It		Rowan & Martin Laugh-In					NBC Monday Night at the Movies "SPY WITH A COLD NOSE" (9:00-11:00PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)			10,760 18.4		15,680 26.8	25.4*		28.2*		10,410 17.8	20.1*		19.1*		17.6*		14.5*
SHARE OF AUDIENCE %			28		38	36 *		40 *		30	31 *		31 *		30 *		27 *
AVG. AUD. BY ¼ HR. %			17.2	19.5	24.7	26.1	28.5	27.8		20.9	19.3	19.5	18.8	18.3	16.8	15.1	13.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	58.5	60.4	62.6	64.5	66.7	67.4	68.5	69.0		67.4	67.5	66.3	64.8	60.7	58.9	55.7	52.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	61.4	62.7	65.0	66.7	69.7	70.5	70.1	70.2		66.5	65.1	63.4	60.5	58.8	57.7	55.5	50.9

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-79 (1) DRAFT LOTTERY 10:20-10:25PM. INCLUDED IN NBC MONDAY NIGHT AT THE MOVIES.

EVE. • MON. DEC. 1, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. NOV. 25, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,040 24.0				16,730 28.6							14,570 24.9			
			Mod Squad						Movie of the Week "IN NAME ONLY"						Marcus Welby, M.D.		
AVERAGE AUDIENCE (Households (000) & %)			11,580 19.8				11,820 20.2							13,050 22.3			
SHARE OF AUDIENCE %			32	18.7* 31 *		20.8* 34 *	32	18.6* 29 *			20.4* 32 *		21.6* 35 *	40	22.2* 39 *		22.4* 41 *
AVG. AUD. BY ¼ HR. %			18.2	19.2	20.7	20.9	18.7	18.6	19.9	20.9		21.8	21.5	22.0	22.4	22.6	22.3
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,220 22.6				17,840 30.5				10,880 18.6			8,720 14.9			
			Lancer				Red Skelton Hour				Governor and J. J.			60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			10,410 17.8				13,460 23.0				9,710 16.6			6,730 11.5			
SHARE OF AUDIENCE %			29	17.0* 28 *		18.6* 30 *	36	22.3* 35 *		23.8* 37 *	27			21	11.9* 21 *		11.1* 20 *
AVG. AUD. BY ¼ HR. %			16.8	17.3	18.1	19.2	22.0	22.7	24.6	22.9	17.3	15.8		12.2	11.6	11.5	10.8
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,000 18.8		10,530 18.0		12,520 21.4			13,920 23.8							
			I Dream of Jeannie		Debbie Reynolds Show		Julia			NBC Tuesday Night at the Movies "ROSIE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			10,120 17.3		9,590 16.4		11,000 18.8			9,650 16.5	14.6* 23 *		16.8* 27 *		17.5* 31 *		17.2* 32 *
SHARE OF AUDIENCE %			28		27		29			28							
AVG. AUD. BY ¼ HR. %			17.1	17.6	16.2	16.7	18.4	19.1		14.2	15.0	16.7	16.9	17.8	17.3	17.5	16.9
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,980 23.9				18,840 32.2							17,610 30.1			
			Mod Squad						Movie of the Week "THREE'S A CROWD"						Engelbert Humperdinck (Faberge)		
AVERAGE AUDIENCE (Households (000) & %)			10,710 18.3				13,160 22.5				23.0*		24.7*	13,860 23.7	24.3*		23.0*
SHARE OF AUDIENCE %			28	16.4* 25 *		20.2* 30 *	35	19.7* 30 *			36 *		40 *	44	43 *		45 *
AVG. AUD. BY ¼ HR. %			15.8	17.1	19.7	20.6	19.7	19.7	22.5	23.4		24.7	24.7	23.7	25.0	23.8	22.2
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,210 26.0				18,080 30.9				10,710 18.3			8,780 15.0			
			National Geographic Special "SIBERIA-THE ENDLESS HORIZON"						Red Skelton Hour		Governor and J. J.				CBS News Hour "A TIMETABLE FOR VIET NAM"		
AVERAGE AUDIENCE (Households (000) & %)			12,110 20.7				13,160 22.5				9,420 16.1			6,200 10.6			
SHARE OF AUDIENCE %			31	19.9* 30 *		21.4* 32 *	34	21.7* 33 *		23.2* 36 *	26			20	11.4* 20 *		9.8* 19 *
AVG. AUD. BY ¼ HR. %			19.6	20.3	21.3	21.5	21.5	22.0	23.7	22.8	16.2	16.0		11.7	11.1	10.0	9.5
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,510 23.1		11,820 20.2		13,340 22.8			15,150 25.9							
			I Dream of Jeannie		Debbie Reynolds Show		Julia						First Tuesday (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)			11,930 20.4		10,350 17.7		12,050 20.6			8,780 15.0	14.1*		16.7*		15.3*		14.0*
SHARE OF AUDIENCE %			31		26		31			26	22 *		27 *		27 *		27 *
AVG. AUD. BY ¼ HR. %			19.6	21.2	18.0	17.4	21.0	20.2		14.0	14.2	16.7	16.6	16.4	14.2	14.8	13.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	56.5	58.0	60.4	61.6	61.1	62.5	63.3	64.7	64.2	64.2	62.0	61.1		57.7	56.1	55.4	53.4
WK 2	59.0	60.3	64.1	66.9	67.0	66.8	66.4	66.8	65.0	64.1	62.4	61.7		57.5	56.0	53.8	49.3

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-79

EVE. • TUE. DEC. 2, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. NOV. 26, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,070 15.5		10,000 17.1		11,410 19.5		13,860 23.7								
			Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "BEACH BLANKET BINGO" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			7,720 13.2		9,010 15.4		10,410 17.8		9,540 16.3	16.4*		16.5*		16.6*		15.9*	
SHARE OF AUDIENCE %			22		25		28		28	26 *		27 *		29 *		29 *	
AVG. AUD. BY ¼ HR. %			12.5	13.9	15.0	15.8	17.4	18.3	16.5	16.3	16.5	16.6	16.6	16.6	16.3	15.4	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,670 28.5				14,160 24.2		12,810 21.9				13,400 22.9				
			Glen Campbell Hour				Beverly Hillbillies		Medical Center					Hawaii Five-O			
AVERAGE AUDIENCE (Households (000) & %)			13,100 22.4	21.6*		23.3*	13,160 22.5		10,710 18.3	18.0*		18.6*	11,060 18.9	19.2*		18.6*	
SHARE OF AUDIENCE %			37	36 *		38 *	36		29	29 *		30 *	34	33 *		34 *	
AVG. AUD. BY ¼ HR. %			20.9	22.3	23.0	23.5	22.2	22.8	18.0	18.1	18.3	18.8	19.4	18.9	19.0	18.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,330 24.5						14,270 24.4				12,170 20.8				
			The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
AVERAGE AUDIENCE (Households (000) & %)			10,000 17.1	17.0*		17.1*		17.3*	11,350 19.4	19.0*		19.9*	9,480 16.2	16.7*		15.7*	
SHARE OF AUDIENCE %			28	28 *		28 *		28 *	31	30 *		32 *	29	29 *		29 *	
AVG. AUD. BY ¼ HR. %			16.8	17.2	17.3	16.8	17.3	17.3	18.6	19.4	20.2	19.6	17.3	16.0	16.0	15.3	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,280 16.2		10,180 17.4		11,120 19.0		12,640 21.6								
			Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "PICTURE MOMMY DEAD" (9:00-10:50PM)								Peter Max (1) (10:50-11:00PM) (Bristol-Myers)
AVERAGE AUDIENCE (Households (000) & %)			8,370 14.3		9,240 15.8		10,650 18.2		9,360 16.0	14.8*		16.0*		17.1*			
SHARE OF AUDIENCE %			22		24		27		25	22 *		24 *		28 *			
AVG. AUD. BY ¼ HR. %			13.8	14.8	15.3	16.3	18.1	18.4	14.2	15.3	15.8	16.2	17.1	17.1	17.1	13.5	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,030 27.4				13,750 23.5		11,290 19.3				14,510 24.8				
			Glen Campbell Hour				Beverly Hillbillies		Medical Center					Hawaii Five-O			
AVERAGE AUDIENCE (Households (000) & %)			12,580 21.5	21.6*		21.4*	12,810 21.9		9,010 15.4	15.5*		15.2*	11,640 19.9	20.0*		19.7*	
SHARE OF AUDIENCE %			33	34 *		32 *	32		23	23 *		23 *	35	33 *		36 *	
AVG. AUD. BY ¼ HR. %			21.5	21.7	21.3	21.5	21.5	22.2	15.6	15.4	15.5	14.9	20.1	20.0	19.7	19.7	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,680 26.8						20,120 34.4				13,340 22.8				
			The Virginian							Jack Benny's New Look (Eastman-Kodak)				Then Came Bronson			
AVERAGE AUDIENCE (Households (000) & %)			11,880 20.3	18.4*		21.3*		21.3*	16,440 28.1	27.8*		28.5*	10,300 17.6	18.8*		16.4*	
SHARE OF AUDIENCE %			31	29 *		32 *		31 *	42	41 *		43 *	31	31 *		30 *	
AVG. AUD. BY ¼ HR. %			17.9	19.0	21.1	21.5	21.3	21.3	27.5	28.0	28.4	28.6	19.5	18.0	17.0	15.8	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	54.3	56.6	59.2	60.7	61.8	62.1	62.4	63.3	62.3	62.7	62.6	61.9	58.6	56.6	55.2	53.1	
WK 2	57.5	59.9	62.7	64.7	66.1	66.9	67.8	68.8	67.5	67.3	67.0	66.2	61.2	59.2	56.8	51.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-79 (1) FOR RATINGS, SEE OP PAGES.

EVE. • WED. DEC. 3, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. NOV. 27, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,420 14.4		9,890 16.9		12,460 21.3		11,760 20.1					7,840 13.4			
			Ghost and Mrs. Muir		That Girl		Bewitched		← This Is Tom Jones →					← It Takes a Thief →			
AVERAGE AUDIENCE (Households (000) & %)			7,550 12.9		8,780 15.0		11,350 19.4		8,780 15.0	14.4*		15.5*		6,380 10.9	11.4*		10.4*
SHARE OF AUDIENCE %			24		27		34		26	25 *		27 *		20	20 *		20 *
AVG. AUD. BY ¼ HR. %			12.7	13.0	14.5	15.6	19.2	19.5	14.3	14.5	15.8	15.3		11.7	11.1	10.9	10.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)									16,440 28.1								
				NFL Football Game (SAN FRANCISCO VS DALLAS, 6:00-9:05PM)(1)					← CBS Thursday Night Movies → "RIO CONCHOS" (9:05-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)									11,640 19.9	18.2*		20.0*			21.1*		19.9*
SHARE OF AUDIENCE %									36	32 *		35 *			38 *		38 *
AVG. AUD. BY ¼ HR. %									18.4	18.1	19.6	20.4		21.0	21.3	21.0	18.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,280 3.9	2,110 3.6	10,590 18.1				14,980 25.6				11,120 19.0			15,030 25.7			
	Huntley-Brinkley Report (American Brands)(American Home) ☒ ☒			← Daniel Boone →			← Ironside →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)	2,220 3.8	1,990 3.4	8,190 14.0				11,060 18.9				10,350 17.7			12,340 21.1			
SHARE OF AUDIENCE %	8	7	26				33				31			39			
AVG. AUD. BY ¼ HR. %	3.8	3.4	12.2				18.0				17.1			21.1			
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,640 19.9				12,230 20.9		14,800 25.3					8,010 13.7			
			← Undersea World of Jacques Cousteau "THE DESERT WHALES" (Armstrong) →				Bewitched		← This Is Tom Jones →					← It Takes a Thief →			
AVERAGE AUDIENCE (Households (000) & %)			8,310 14.2				10,710 18.3		10,880 18.6					6,490 11.1			
SHARE OF AUDIENCE %			22				27		29					20			
AVG. AUD. BY ¼ HR. %			13.7	13.8	14.6	14.8	17.8	18.8	17.7	18.8	19.0	18.9		11.5	10.6	10.8	11.5
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,260 27.8		17,430 29.8				16,380 28.0								
			Family Affair		← Jim Nabor's Hour →				← CBS Thursday Night Movies (B) → "TEN LITTLE INDIANS" (9:00-10:45PM)								(2)
AVERAGE AUDIENCE (Households (000) & %)			14,510 24.8		13,220 22.6	22.8*		22.4*	10,470 17.9	17.2*		17.5*			18.6*		
SHARE OF AUDIENCE %			39		34	35 *		33 *	29	27 *		28 *			32 *		
AVG. AUD. BY ¼ HR. %			23.4	26.2	22.3	23.3	23.2	21.6	17.7	16.8	17.8	17.2		18.4	18.7	18.8	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,640 21.6				16,910 28.9				14,220 24.3			17,260 29.5			
				← Daniel Boone →			← Ironside →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			9,480 16.2			18.2*	13,050 22.3	20.9*		23.7*	13,220 22.6			13,690 23.4	24.0*		22.9*
SHARE OF AUDIENCE %			25	23 *		28 *	34	31 *		37 *	36			41	41 *		42 *
AVG. AUD. BY ¼ HR. %			13.9	14.5	17.8	18.7	20.6	21.2	23.6	23.9	22.0	23.2		24.1	24.0	23.0	22.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	48.2	50.6	52.1	54.0	55.0	55.5	56.7	57.7	56.7	56.3	56.5	57.4		56.0	55.9	54.7	51.0
WK 2	54.8	57.0	61.5	64.3	64.9	66.3	67.3	67.7	64.8	64.5	63.3	63.6		59.6	58.4	57.2	51.3

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-79 (1) FOR RATINGS, SEE OP PAGES.

☒ STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION(SEE DEF. 14b.) (2) FEATURE FILM 10:45-11:00PM "VIVA MAX"(SUS.)

EVE. • THU. DEC. 4, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,180 17.4				7,020 12.0		8,660 14.8					9,590 16.4			
			3M Special® "HOW LIFE BEGINS" (Minn. Mining & Mfg.)				Mr. Deeds Goes to Town		Here Come the Brides					Jimmy Durante Presents the Lennon Sisters Hour			
AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6				6,080 10.4		6,490 11.1					7,550 12.9			
SHARE OF AUDIENCE %			22	12.3* 22 *		12.9* 23 *	18		19	10.8* 18 *		11.3* 19 *		24	13.0* 24 *		12.9* 24 *
AVG. AUD. BY ¼ HR. %			12.5	12.0	13.0	12.9	10.5	10.2	10.6	11.0	10.9	11.8		13.1	12.9	12.9	12.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,810 21.9		11,060 18.9		12,640 21.6		14,220 24.3								
			Get Smart		Good Guys		Hogan's Heroes		CBS Friday Night Movies® "PLEASE DON'T EAT THE DAISIES" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			10,650 18.2		10,000 17.1		11,350 19.4		10,180 17.4								
SHARE OF AUDIENCE %			32		30		33		31	18.3* 31 *		18.1* 31 *			17.0* 31 *		16.1* 30 *
AVG. AUD. BY ¼ HR. %			17.4	18.9	16.8	17.4	19.1	19.7	17.9	18.6	18.5	17.7	17.4	16.6	16.5		15.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,990 22.2				15,560 26.6							11,700 20.0			
			High Chaparral						Name of the Game					Bracken's World			
AVERAGE AUDIENCE (Households (000) & %)			9,830 16.8				12,460 21.3							9,240 15.8			
SHARE OF AUDIENCE %			30	15.9* 28 *		17.7* 31 *	36	20.5* 35 *		21.7* 37 *		21.6* 37 *		29	16.3* 30 *		15.4* 29 *
AVG. AUD. BY ¼ HR. %			15.3	16.6	17.6	17.9	20.1	20.9	21.5	21.8	22.3	21.0		16.5	16.1	15.8	14.9
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,190 14.0		7,310 12.5		8,370 14.3		11,060 18.9					11,350 19.4			
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		Here Come the Brides					Jimmy Durante Presents the Lennon Sisters Hour			
AVERAGE AUDIENCE (Households (000) & %)			7,250 12.4		6,670 11.4		7,780 13.3		8,370 14.3					8,600 14.7			
SHARE OF AUDIENCE %			21		19		22		24	13.1* 22 *		15.4* 26 *		28	14.6* 27 *		14.9* 29 *
AVG. AUD. BY ¼ HR. %			12.3	12.5	11.1	11.7	12.9	13.7	12.1	14.1	15.2	15.7		14.3	14.8	15.1	14.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,420 14.4		7,660 13.1		12,170 20.8		12,230 20.9								
			Get Smart		Good Guys		Hogan's Heroes		CBS Friday Night Movies® "HAVING A WILD WEEKEND" (9:00-10:50PM)								(1)
AVERAGE AUDIENCE (Households (000) & %)			7,610 13.0		6,900 11.8		11,170 19.1		5,730 9.8								
SHARE OF AUDIENCE %			22		19		32		17	11.8* 20 *		9.1* 16 *			9.1* 17 *		
AVG. AUD. BY ¼ HR. %			12.7	13.3	11.7	12.0	18.6	19.6	13.5	10.1	9.6	8.5		9.1	9.2	9.1	8.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			20,830 35.6				18,720 32.0							13,340 22.8			
				G.E. Fantasy Hour® "RULOLPH THE RED-NOSED REINDEER" (General Electric)			Name of the Game							Bracken's World			
AVERAGE AUDIENCE (Households (000) & %)			16,670 28.5				13,100 22.4							10,120 17.3			
SHARE OF AUDIENCE %			47	27.1* 45 *		29.8* 49 *	38	19.9* 33 *		23.0* 39 *		24.3* 42 *		33	17.9* 33 *		16.7* 32 *
AVG. AUD. BY ¼ HR. %			26.3	28.0	29.9	29.7	20.3	19.6	22.5	23.5	24.2	24.4		18.5	17.3	16.9	16.4
TV HOUSEHOLDS USING TV (See Det. 1)	WK 1	51.5	53.5	55.4	57.0	57.0	57.6	57.5	59.1	58.9	59.8	59.3	57.9	55.5	54.2	53.6	51.9
	WK 2	55.3	57.0	59.6	61.2	60.8	61.4	60.1	60.4	59.1	58.9	58.5	58.5	55.4	54.0	52.9	50.2

U.S. TV Ho[illegible] 500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.
• Half-hou[illegible]diately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-79 (1) FEATURE FILM 10:50-11:00PM "HER MAJEST'S SECRET SERVICE" (SUS.)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. NOV. 29, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,780 / 13.3		8,010 / 13.7		8,890 / 15.2		13,570 / 23.2				9,830 / 16.8						
	NCAA Football Game #2(1) (4:10-7:10PM)	Kodak's All Amer. Football Team (7:10-7:30PM) (Eastman Kodak)	Dating Game		Newlywed Game		← Lawrence Welk Show				→ ← Hollywood Palace				→		
AVERAGE AUDIENCE (Households (000) & %)	7,250 / 12.4		7,250 / 12.4		8,070 / 13.8		10,590 / 18.1	17.5*		18.7* / 31 *	7,020 / 12.0 / 21	13.1* / 22 *			10.8* / 19 *		
SHARE OF AUDIENCE %	24		21		23		29	28 *									
AVG. AUD. BY ¼ HR. %	12.4	12.3	12.4	12.3	13.2	14.4	17.4	17.7	18.8	18.5	13.7	12.6		11.0	10.7		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,320 / 27.9				13,860 / 23.7		12,340 / 21.1		12,400 / 21.2		14,860 / 25.4				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			12,990 / 22.2	22.4* / 38 *		22.1* / 37 *	13,050 / 22.3 / 36		11,120 / 19.0 / 31		11,520 / 19.7 / 33		11,990 / 20.5 / 37	20.2* / 35 *		20.9* / 38 *	
SHARE OF AUDIENCE %			37	38 *		37 *	36		31		33		37	35 *		38 *	
AVG. AUD. BY ¼ HR. %			22.3	22.5	22.2	22.0	21.9	22.7	19.0	19.0	19.2	20.2	20.1	20.2	21.0	20.7	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,450 / 24.7				11,120 / 19.0		17,730 / 30.3								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies "JOURNEY TO SHILOH" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			10,940 / 18.7	18.6* / 31 *		18.7* / 31 *	10,060 / 17.2 / 28		12,520 / 21.4 / 37	19.6* / 32 *		22.3* / 37 *		21.8* / 38 *		21.8* / 40 *	
SHARE OF AUDIENCE %			31	31 *		31 *	28		37	32 *		37 *		38 *		40 *	
AVG. AUD. BY ¼ HR. %			18.7	18.6	18.9	18.5	17.0	17.3	19.2	19.9	22.0	22.6	21.9	21.7	22.2	21.3	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,900 / 13.5		8,660 / 14.8		13,100 / 22.4				11,470 / 19.6						
			Dating Game		Newlywed Game		← Lawrence Welk Show				→ ← Hollywood Palace				→		
AVERAGE AUDIENCE (Households (000) & %)			6,790 / 11.6		7,960 / 13.6		9,360 / 16.0	14.7*		17.4* / 26 *	8,310 / 14.2 / 23	14.9* / 24 *			13.5* / 23 *		
SHARE OF AUDIENCE %			18		20		24	22 *									
AVG. AUD. BY ¼ HR. %			11.1	12.2	13.3	14.0	14.2	15.1	17.0	17.8	15.2	14.7		13.9	13.1		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	3,800 / 6.5		14,450 / 24.7				19,070 / 32.6				12,640 / 21.6		14,800 / 25.3				
	CBS Saturday News-Mudd ☒		← Jackie Gleason Show →				Ann Margret: From Hollywood With Love (Canada Dry)				Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)	3,330 / 5.7		11,410 / 19.5	18.5* / 29 *		20.5* / 31 *	12,640 / 21.6 / 33	20.6* / 31 *		22.7* / 34 *	11,230 / 19.2 / 30		11,990 / 20.5 / 35	20.0* / 33 *		20.9* / 37 *	
SHARE OF AUDIENCE %	10		30	29 *		31 *	33	31 *		34 *							
AVG. AUD. BY ¼ HR. %	5.5	6.0	17.9	19.2	20.4	20.6	21.3	19.9	23.3	22.1	18.4	20.0	19.6	20.4	21.0	20.9	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			22,820 / 39.0						22,700 / 38.8								
			←		Hallmark Hall of Fame "THE LITTLEST ANGEL" (Hallmark)		→		← NBC Saturday Night at the Movies Ⓡ "HALLELUJAH TRAIL" (9:00-12:00MD)(2)								
AVERAGE AUDIENCE (Households (000) & %)			16,090 / 27.5	26.8* / 42 *		26.8* / 40 *		28.7* / 43 *	12,750 / 21.8 / 40	22.0* / 33 *		23.6* / 37 *		22.5* / 38 *		22.3* / 40 *	
SHARE OF AUDIENCE %			42	42 *		40 *		43 *	40	33 *		37 *		38 *		40 *	
AVG. AUD. BY ¼ HR. %			26.4	27.2	27.2	26.5	28.6	28.8	21.9	22.1	24.3	22.9	22.7	22.3	22.6	22.0	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	54.3	55.9	59.2	58.9	59.7	60.6	61.3	62.3	61.5	61.1	59.9	59.7	57.5	56.8	55.3	53.4	
WK 2	57.2	59.6	62.7	65.5	66.3	66.4	66.7	66.7	66.0	65.7	63.9	62.8	60.5	59.5	56.7	55.0	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-79

(1) FOR REM. AVG. AUD. SEE OP PAGES AND FOR RATINGS SEE PAGE 48.

(2) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

☒ STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 14c.)

EVE. • SAT. DEC. 6, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. NOV. 30, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	13,160 / 22.5				16,380 / 28.0				18,720 / 32.0								
	Land of the Giants						The F.B.I. (Ford)						ABC Sunday Night Movies® "CIRCUS WORLD" (9:00-11:45PM)(1)				
AVERAGE AUDIENCE (Households (000) & %)	9,890 / 16.9	17.0*		16.8*	13,220 / 22.6	22.0*		23.3*	11,580 / 19.8	19.2*		20.7*		21.4*		19.9*	
SHARE OF AUDIENCE %	28	29 *		26 *	33	32 *		33 *	34	28 *		30 *		35 *		35 *	
AVG. AUD. BY ¼ HR. %	16.7	17.4	16.3	17.3	21.8	22.2	23.6	22.9	18.9	19.5	20.5	20.8	21.8	20.9	20.3	19.5	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	11,820 / 20.2		10,350 / 17.7		13,980 / 23.9				13,160 / 22.5				12,870 / 22.0				
	Lassie		To Rome with Love			Ed Sullivan Show				Simon & Garfunkel (Bell Telephone)				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	10,180 / 17.4		9,010 / 15.4		10,350 / 17.7	16.1*		19.3*	8,830 / 15.1	16.7*		13.5*	10,650 / 18.2	18.1*		18.3*	
SHARE OF AUDIENCE %	30		24		26	24 *		28 *	22	24 *		20 *	31	29 *		32 *	
AVG. AUD. BY ¼ HR. %	17.0	17.7	15.3	15.6	15.5	16.7	18.7	19.9	18.1	15.2	13.7	13.3	17.5	18.8	18.6	18.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,650 / 16.5		19,950 / 34.1				16,200 / 27.7		22,760 / 38.9				13,220 / 22.6				
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "SECRETS OF THE PIRATE'S INN" PART II				Bill Cosby Show (P & G)			Peggy Fleming - Ice Follies (U.S. Time)				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	8,780 / 15.0		15,970 / 27.3	25.7*		29.0*	15,090 / 25.8		18,250 / 31.2	30.6*		31.7*	10,590 / 18.1	19.6*		16.7*	
SHARE OF AUDIENCE %	25		42	40 *		43 *	37		45	44 *		46 *	31	32 *		30 *	
AVG. AUD. BY ¼ HR. %	14.4	15.6	24.9	26.4	29.3	28.6	25.1	26.4	29.6	31.6	31.9	31.6	20.8	18.3	17.7	15.8	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,370 / 14.3				16,090 / 27.5				15,390 / 26.3								
	Land of the Giants						The F.B.I. (Ford)						ABC Sunday Night Movies "THE 2ND BEST SECRET AGENT IN THE WHOLE WIDE WORLD" (9:00-10:[illegible])				
AVERAGE AUDIENCE (Households (000) & %)	6,080 / 10.4	9.7*		11.0*	13,050 / 22.3	20.8*		23.8*	8,780 / 15.0	18.3*		15.1*		13.5*		13.0*	
SHARE OF AUDIENCE %	16	15 *		16 *	31	29 *		33 *	24	27 *		23 *		23 *		24 *	
AVG. AUD. BY ¼ HR. %	9.9	9.5	10.7	11.3	20.1	21.5	23.7	23.8	19.8	16.8	15.6	14.5	13.5	13.4	13.6	12.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	22,460 / 38.4		19,420 / 33.2		16,970 / 29.0				12,170 / 20.8				15,620 / 26.7				
	Charlie Brown's Christmas (Coca Cola)		Frosty the Snowman			Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	20,360 / 34.8		17,840 / 30.5		12,520 / 21.4	20.9*		22.0*	10,000 / 17.1	17.5*		16.7*	12,340 / 21.1	20.9*		21.3*	
SHARE OF AUDIENCE %	54		45		30	30 *		31 *	25	26 *		25 *	38	36 *		39 *	
AVG. AUD. BY ¼ HR. %	34.0	35.7	31.0	30.0	21.3	20.6	22.1	21.8	17.2	17.8	17.0	16.5	20.5	21.4	21.2	21.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,890 / 15.2		19,070 / 32.6				15,150 / 25.9		20,420 / 34.9				12,640 / 21.6				
	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "INKY, THE CROW"				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	7,490 / 12.8		13,100 / 22.4	18.8*		26.0*	13,750 / 23.5		16,910 / 28.9	28.6*		29.2*	10,240 / 17.5	18.2*		16.9*	
SHARE OF AUDIENCE %	20		32	27 *		37 *	33		43	42 *		45 *	31	31 *		31 *	
AVG. AUD. BY ¼ HR. %	11.8	13.8	18.1	19.6	26.1	25.8	23.3	23.7	27.6	29.7	29.9	28.5	18.7	17.7	17.1	16.7	
TV HOUSEHOLDS USING TV (See Det. 1) WK 1	57.3	60.5	62.9	64.5	67.1	68.3	69.2	70.1	69.1	69.2	68.9	68.8	63.5	60.6	58.5	54.8	
WK 2	63.5	66.6	67.9	69.0	70.4	71.0	71.0	71.2	68.9	68.2	66.8	64.4	58.7	57.4	55.5	52.7	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-79 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SUN. DEC. 7, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. DEC. 8, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				8,600 / 14.7			6,960 / 11.9					9,010 / 15.4				7,660 / 13.1	
				Music Scene (7:30-8:15PM)			New People (8:15-9:00PM)			President Nixon's Press Conference (Sustainer)		Harold Robbins' "The Survivors"				Love, American Style (10:30-11:30PM) (1)	
AVERAGE AUDIENCE (Households (000) & %)				6,490 / 11.1			5,500 / 9.4					5,970 / 10.2	8.7*		11.6*	5,560 / 9.5	10.3*
SHARE OF AUDIENCE %				18			14					17	14 *		20 *	19	19 *
AVG. AUD. BY ¼ HR. %				11.6	10.9	10.8	9.0	10.0	9.3			8.5	9.0	11.1	12.1	10.5	10.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				19,190 / 32.8				15,030 / 25.7				12,810 / 21.9		15,620 / 26.7			
				Gunsmoke				Here's Lucy		President Nixon's Press Conference (Sustainer)	(2)	Doris Day Show (9:35-10:30PM)		Carol Burnett Show			
AVERAGE AUDIENCE (Households (000) & %)				15,440 / 26.4	25.7*		27.2*	13,690 / 23.4				11,760 / 20.1		12,340 / 21.1	21.6*		20.7*
SHARE OF AUDIENCE %				41	41 *		41 *	35				33		37	36 *		37 *
AVG. AUD. BY ¼ HR. %				24.7	26.8	27.4	26.9	22.8	24.0			18.7	21.0	22.1	21.0	21.1	20.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,830 / 16.8		19,360 / 33.1							16,380 / 28.0					
			My World and Welcome to It			Rowan & Martin Laugh-In				President Nixon's Press Conference (Sustainer)	Pres. Nixon Commentary (9:30-9:40PM) (Sus.)		NBC Monday Night at the Movies "M.A. MURDER ONE" (9:40-11:40PM) (1)				
AVERAGE AUDIENCE (Households (000) & %)			8,370 / 14.3		14,800 / 25.3		22.6*		28.1*			11,700 / 20.0			20.2*		20.5*
SHARE OF AUDIENCE %			23		38		34 *		42 *			37			34 *		36 *
AVG. AUD. BY ¼ HR. %			13.8	14.8	21.2		24.0	27.7	28.5			19.9	19.6	20.1	20.3	20.5	20.4
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,250 / 14.1				7,250 / 12.4			7,550 / 12.9				5,150 / 8.8			
				Music Scene (7:30-8:15PM)			New People (8:15-9:00PM)					Harold Robbins' "The Survivors"			"The Great Dollar Robbery: Can We Arrest Inflation?" (Xerox)		
AVERAGE AUDIENCE (Households (000) & %)			5,850 / 10.0				5,910 / 10.1			5,560 / 9.5	9.6*		9.4*	4,040 / 6.9	7.4*		6.4*
SHARE OF AUDIENCE %			17				15			15	15 *		15 *	12	13 *		12 *
AVG. AUD. BY ¼ HR. %			10.0	9.9	10.0		9.5	10.4	10.3	9.6	9.5	9.7	9.2	7.6	7.2	6.7	6.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			17,960 / 30.7					15,150 / 25.9		16,850 / 28.8		15,210 / 26.0		18,080 / 30.9			
				Gunsmoke				Here's Lucy		Mayberry R.F.D. (Gen. Foods)		Doris Day Show		Carol Burnett Show			
AVERAGE AUDIENCE (Households (000) & %)			14,160 / 24.2					13,920 / 23.8		15,740 / 26.9		13,860 / 23.7		14,330 / 24.5			
SHARE OF AUDIENCE %			40	23.3* / 40 *			25.1* / 40 *	36		42		38		44	25.3* / 44 *		23.6* / 44 *
AVG. AUD. BY ¼ HR. %			22.8	23.9	25.1		25.1	23.2	24.4	26.9	26.9	23.6	23.8	25.6	25.1	23.8	23.4
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,760 / 18.4		19,070 / 32.6					17,960 / 30.7							
			My World and Welcome to It			Rowan & Martin Laugh-In						NBC Monday Night at the Movies "MISSION SATANGAS" (9:30-11:30PM)					
AVERAGE AUDIENCE (Households (000) & %)			9,010 / 15.4		14,510 / 24.8		22.6*		27.0*	11,990 / 20.5	20.7*		21.3*		20.2*		19.7*
SHARE OF AUDIENCE %			26		39		36 *		41 *	34	32 *		34 *		35 *		36 *
AVG. AUD. BY ¼ HR. %			14.8	15.9	21.4		23.7	26.8	27.3	20.6	20.7	21.5	21.2	20.4	20.0	20.6	18.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	58.8	59.9	61.7	62.9		65.3	66.4	66.3	67.2	64.2	63.6	62.6	61.0	59.7	58.6	57.0	54.2
WK 2	57.3	57.4	57.8	59.8		62.1	64.0	65.2	66.3	64.5	64.1	62.1	61.6	58.6	57.0	55.8	52.6

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.
(2) PRES. NIXON COMMENTARY (9:30-9:40PM)(SUS.)

EVE. • MON. DEC. 15, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. DEC. 9, 1969

WEEK	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
1	**ABC TV** TOTAL AUDIENCE (Households (000) & %)			14,270 24.4				17,550 30.0							16,320 27.9			
				Mod Squad						Movie of the Week "DAUGHTER OF THE MIND"					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)			11,640 19.9	18.5*		21.4*	13,570 23.2	22.5*			23.1*		24.1*	14,570 24.9	24.7*		25.1*
	SHARE OF AUDIENCE %			32	30 *		34 *	36	35 *			36 *		38 *	43	42 *		44 *
	AVG. AUD. BY ¼ HR. %			18.0	19.0	21.1	21.8	22.4	22.6	22.9		23.2	24.4	23.8	24.2	25.1	25.4	24.9
1	**CBS TV** TOTAL AUDIENCE (Households (000) & %)			11,990 20.5				15,970 27.3					10,940 18.7		8,950 15.3			
				Lancer				Red Skelton Hour					Governor and J. J.		60 Minutes "VARIOUS SUBJECTS"			
	AVERAGE AUDIENCE (Households (000) & %)			9,590 16.4	15.9*		17.0*	12,290 21.0	20.1*			22.0*	10,000 17.1		6,960 11.9	12.3*		11.5*
	SHARE OF AUDIENCE %			26	26 *		27 *	32	31 *			34 *	27		21	21 *		20 *
	AVG. AUD. BY ¼ HR. %			15.9	15.8	16.8	17.2	19.4	20.7	22.5		21.5	17.4	16.7	12.5	12.2	11.6	11.4
1	**NBC TV** TOTAL AUDIENCE (Households (000) & %)			10,590 18.1		8,830 15.1		10,820 18.5		14,800 25.3								
				I Dream of Jeannie		Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies® "SOMETHING FOR A LONELY MAN" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			9,240 15.8		8,130 13.9		9,890 16.9		8,950 15.3		12.6*		15.0*		16.9*		16.7*
	SHARE OF AUDIENCE %			26		22		26		25		19 *		24 *		29 *		29 *
	AVG. AUD. BY ¼ HR. %			15.5	16.2	13.7	14.1	17.0	16.9	12.5		12.7	14.9	15.1	16.7	17.1	17.1	16.3
2	**ABC TV** TOTAL AUDIENCE (Households (000) & %)			13,810 23.6				17,490 29.9							14,920 25.5			
				Mod Squad						Movie of the Week "THE SILENT GUN"					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)			11,410 19.5	19.0*		20.1*	13,280 22.7	21.2*			22.9*		23.8*	13,220 22.6	22.5*		22.8*
	SHARE OF AUDIENCE %			31	31 *		31 *	35	32 *			35 *		38 *	40	38 *		41 *
	AVG. AUD. BY ¼ HR. %			18.6	19.4	20.4	19.8	20.5	21.9	22.9		23.0	24.3	23.3	22.5	22.5	23.1	22.5
2	**CBS TV** TOTAL AUDIENCE (Households (000) & %)			12,170 20.8				16,500 28.2					10,410 17.8		8,600 14.7			
				Lancer				Red Skelton Hour					Governor and J. J.		60 Minutes "VARIOUS SUBJECTS"			
	AVERAGE AUDIENCE (Households (000) & %)			9,830 16.8	16.2*		17.4*	12,750 21.8	21.3*			22.3*	9,590 16.4		6,490 11.1	12.1*		10.1*
	SHARE OF AUDIENCE %			27	26 *		27 *	33	33 *			34 *	26		20	21 *		18 *
	AVG. AUD. BY ¼ HR. %			16.2	16.2	17.4	17.4	21.3	21.4	22.8		21.8	16.8	16.1	12.5	11.7	10.8	9.5
2	**NBC TV** TOTAL AUDIENCE (Households (000) & %)			12,110 20.7		11,990 20.5		13,220 22.6		17,610 30.1								
				I Dream of Jeannie		Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies "SILENT NIGHT, LONELY NIGHT" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			10,410 17.8		10,820 18.5		11,700 20.0		11,580 19.8		18.0*		19.8*		21.0*		20.3*
	SHARE OF AUDIENCE %			29		29		31		33		28 *		31 *		36 *		37 *
	AVG. AUD. BY ¼ HR. %			17.5	18.1	17.8	19.2	20.3	19.7	17.5		18.4	19.5	20.1	20.9	21.0	20.3	20.2
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	56.8	59.2	61.1	61.5	62.0	63.4	64.8	65.7	64.9		64.6	63.4	61.8	58.3	58.8	58.0	55.6
	TV HOUSEHOLDS USING TV (See Def. 1) WK 2	55.9	59.1	61.0	62.8	63.6	64.5	65.1	65.8	65.6		65.1	63.4	62.6	59.2	57.8	56.0	54.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • TUE. DEC. 16, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. DEC. 10, 1969

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			10,710 / 18.3		10,880 / 18.6		12,230 / 20.9		13,100 / 22.4								
				Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "THE PIT AND THE PENDULUM" (9:00-10:45PM)								
	AVERAGE AUDIENCE (Households (000) & %)			9,360 / 16.0		10,240 / 17.5		11,230 / 19.2		9,480 / 16.2	16.0*		16.6*		16.6*			
	SHARE OF AUDIENCE %			26		27		28		26	24 *		25 *		28 *			
	AVG. AUD. BY ¼ HR. %			15.2	16.9	17.4	17.7	19.1	19.3	16.0	16.0	16.7	16.5	16.9	16.2	14.8		
CBS TV	TOTAL AUDIENCE (Households (000) & %)			16,200 / 27.7				13,510 / 23.1		12,230 / 20.9				13,460 / 23.0				
				Glen Campbell Hour				Beverly Hillbillies		Medical Center				Hawaii Five-O				
	AVERAGE AUDIENCE (Households (000) & %)			12,690 / 21.7				12,580 / 21.5		9,830 / 16.8	16.2*		17.4*	11,230 / 19.2	18.8*			19.6*
	SHARE OF AUDIENCE %			34	20.6* / 33 *		22.8* / 35 *	32		26	25 *		27 *	34	31 *			36 *
	AVG. AUD. BY ¼ HR. %			20.3	21.0	22.3	23.3	21.0	22.0	15.5	17.0	17.4	17.4	18.5	19.1	19.4		19.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)			16,500 / 28.2						18,540 / 31.7				14,040 / 24.0				
				The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
	AVERAGE AUDIENCE (Households (000) & %)			12,230 / 20.9						14,800 / 25.3	25.8*		24.7*	11,170 / 19.1	19.4*			18.8*
	SHARE OF AUDIENCE %			32	18.9* / 30 *		20.5* / 31 *		23.2* / 34 *	39	39 *		38 *	33	32 *			35 *
	AVG. AUD. BY ¼ HR. %			18.2	19.7	20.3	20.8	23.1	23.2	26.2	25.4	25.2	24.3	19.5	19.3	18.9		18.6

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,300 / 15.9		9,420 / 16.1		10,710 / 18.3		14,860 / 25.4								
				Flying Nun		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "THE SUSY BODY" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			7,840 / 13.4		8,780 / 15.0		9,710 / 16.6		9,130 / 15.6	16.7*		16.8*		15.0*			14.1*
	SHARE OF AUDIENCE %			22		23		25		26	26 *		26 *		25 *			24 *
	AVG. AUD. BY ¼ HR. %			12.6	14.3	14.4	15.5	16.6	16.6	16.7	16.6	17.2	16.4	15.2	14.7	14.7		13.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)			17,430 / 29.8				13,280 / 22.7		14,570 / 24.9				15,500 / 26.5				
				Hee-Haw				Beverly Hillbillies		Medical Center				Hawaii Five-O				
	AVERAGE AUDIENCE (Households (000) & %)			13,750 / 23.5				12,750 / 21.8		11,990 / 20.5	20.4*		20.6*	13,340 / 22.8	22.8*			22.7*
	SHARE OF AUDIENCE %			37	22.8* / 37 *		24.3* / 38 *	33		32	32 *		32 *	39	38 *			39 *
	AVG. AUD. BY ¼ HR. %			22.5	23.1	24.5	24.0	21.2	22.5	20.3	20.5	20.7	20.5	22.6	23.1	23.0		22.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,850 / 27.1						13,400 / 22.9				11,990 / 20.5				
				The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
	AVERAGE AUDIENCE (Households (000) & %)			12,110 / 20.7						9,950 / 17.0	17.0*		17.0*	10,350 / 17.7	17.9*			17.5*
	SHARE OF AUDIENCE %			32	19.8* / 32 *		20.5* / 32 *		21.9* / 34 *	27	27 *		27 *	30	30 *			30 *
	AVG. AUD. BY ¼ HR. %			19.3	20.3	20.3	20.6	22.0	21.8	17.1	17.0	16.6	17.4	17.9	17.9	17.6		17.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	61.4	63.8	65.3	66.5	67.4	68.3	66.0	65.6	66.0	64.8	60.8	59.0	56.7	52.1
WK 2	60.1	63.0	64.1	65.1	64.7	65.6	63.3	63.4	63.6	63.2	59.8	59.2	58.5	57.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • WED. DEC. 17, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,070 15.5		9,890 16.9		12,870 22.0		15,030 25.7					11,230 19.2			
Programming			Ghost and Mrs. Muir		That Girl		Bewitched		This Is Tom Jones					It Takes a Thief			
AVERAGE AUDIENCE (Households (000) & %)			8,070 13.8		9,360 16.0		11,580 19.8		11,520 19.7	18.6*		20.9*	8,600 14.7	15.5*		13.8*	
SHARE OF AUDIENCE %			23		25		30		31	29 *		33 *	26	26 *		26 *	
AVG. AUD. BY ¼ HR. %			13.6	14.1	15.8	16.3	19.3	20.4	17.9	19.3	20.7	21.0	16.5	14.6	14.0	13.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,810 23.6		16,150 27.6				12,170 20.8								
Programming			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies "LIBEL" (9:00-11:00PM) Ⓑ								
AVERAGE AUDIENCE (Households (000) & %)			12,810 21.9		12,750 21.8	21.5*		22.1*	7,310 12.5	13.4*		13.1*		12.4*		11.1*	
SHARE OF AUDIENCE %			36		33	33 *		33 *	21	21 *		21 *		21 *		21 *	
AVG. AUD. BY ¼ HR. %			21.5	22.4	21.2	21.9	22.7	21.4	14.1	12.8	13.4	12.7	12.7	12.1	11.6	10.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,740 25.2				18,540 31.7				14,680 25.1		18,190 31.1				
Programming			Daniel Boone				Ironside				Dragnet			Dean Martin Show			
AVERAGE AUDIENCE (Households (000) & %)			11,230 19.2				14,160 24.2				13,400 22.9		15,210 26.0				
SHARE OF AUDIENCE %			31				37				36		46				
AVG. AUD. BY ¼ HR. %			17.0				21.6				22.9		25.9				
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13.8		18.1		21.3		19.3				17.0				
Programming			Ghost and Mrs. Muir		That Girl		Bewitched		This Is Tom Jones					It Takes a Thief			
AVERAGE AUDIENCE (Households (000) & %)			7,140 12.2		9,300 15.9		11,000 18.8		8,070 13.8	13.7*		13.8*	7,780 13.3	13.7*		12.9*	
SHARE OF AUDIENCE %			19		25		29		22	21 *		22 *	23	23 *		24 *	
AVG. AUD. BY ¼ HR. %			12.1	12.4	15.5	16.4	18.0	19.5	13.7	13.6	13.9	13.8	14.0	13.3	13.0	12.8	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,510 23.1		13,050 22.3				12,990 22.2								
Programming			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies Ⓡ Ⓑ "AMERICANIZATION OF EMILY" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			11,880 20.3		10,120 17.3	17.0*		17.5*	7,780 13.3	14.8*		14.5*		13.2*		10.8*	
SHARE OF AUDIENCE %			32		27	26 *		27 *	22	23 *		23 *		22 *		20 *	
AVG. AUD. BY ¼ HR. %			19.5	21.0	16.9	17.2	17.5	17.5	14.7	14.8	14.9	14.1	13.7	12.7	11.6	10.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,560 28.3		19,770 33.8				22,410 38.3				20,940 35.8				
Programming			Little Drummer Boy Ⓡ (American Gas Assn.)			Together Again - Crosby & Burnett (Minn. Mining & Mfg.)				Chrysler Presents The Bob Hope Show (Chrysler Corp.)				Dean Martin Show			
AVERAGE AUDIENCE (Households (000) & %)			14,510 24.8		15,740 26.9	26.9*		26.9*	18,540 31.7	31.4*		31.9*	17,320 29.6	30.9*		28.3*	
SHARE OF AUDIENCE %			39		41	42 *		41 *	50	49 *		50 *	52	51 *		52 *	
AVG. AUD. BY ¼ HR. %			24.6	25.1	26.6	27.3	27.1	26.7	31.6	31.3	32.2	31.6	31.1	30.8	30.3	26.4	
TV HOUSEHOLDS USING TV (Sec. Def. 1) WK 1	56.1	57.9	60.0	62.3	63.4	65.5	66.5	67.5	64.8	64.2	64.1	63.3	59.6	57.4	55.4	52.6	
TV HOUSEHOLDS USING TV (Sec. Def. 1) WK 2	56.2	59.3	62.5	63.9	64.2	65.2	64.6	65.5	64.1	63.7	64.4	63.5	61.2	58.9	56.9	51.8	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. DEC. 12, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,890 / 15.2		10,060 / 17.2		7,490 / 12.8		11,170 / 19.1				11,060 / 18.9				
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →				← Jimmy Durante Presents the Lennon Sisters Hour →				
AVERAGE AUDIENCE (Households (000) & %)			8,250 / 14.1		8,950 / 15.3		6,790 / 11.6		8,660 / 14.8	14.0* / 25 *		15.5* / 27 *	8,370 / 14.3 / 27	14.6* / 26 *		14.1* / 27 *	
SHARE OF AUDIENCE %			26		28		21		26								
AVG. AUD. BY ¼ HR. %			14.0	14.2	15.1	15.5	11.9	11.3	13.5	14.4	15.2	15.9	14.4	14.8	14.1	14.1	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,070 / 15.5		7,550 / 12.9		11,470 / 19.6		13,690 / 23.4								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies® "PARIS WHEN IT SIZZLES" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			8,010 / 13.7		6,670 / 11.4		10,000 / 17.1		7,490 / 12.8	13.7* / 25 *		12.3* / 22 *		12.7* / 23 *		12.3* / 23 *	
SHARE OF AUDIENCE %			25		21		31		23								
AVG. AUD. BY ¼ HR. %			13.5	13.9	11.1	11.7	17.0	17.3	14.4	13.1	12.6	12.0	12.5	12.9	12.8	11.8	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,390 / 24.6				16,610 / 28.4						13,630 / 23.3				
			← High Chaparral →				← Name of the Game →						← Bracken's World →				
AVERAGE AUDIENCE (Households (000) & %)			11,230 / 19.2	18.4* / 34 *		20.1* / 36 *	12,230 / 20.9 / 37	19.9* / 36 *		21.2* / 38 *		21.6* / 38 *	10,530 / 18.0 / 33	18.4* / 33 *		17.6* / 34 *	
SHARE OF AUDIENCE %			35														
AVG. AUD. BY ¼ HR. %			18.1	18.6	20.3	19.9	19.7	20.1	20.7	21.6	21.8	21.4	18.9	17.9	17.7	17.6	
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,180 / 15.7		10,940 / 18.7		8,420 / 14.4		11,470 / 19.6				12,640 / 21.6				
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →				← Jimmy Durante Presents the Lennon Sisters Hour →				
AVERAGE AUDIENCE (Households (000) & %)			7,900 / 13.5		9,650 / 16.5		7,430 / 12.7		8,830 / 15.1	14.8* / 26 *		15.4* / 27 *	10,240 / 17.5 / 31	17.3* / 31 *		17.7* / 32 *	
SHARE OF AUDIENCE %			25		29		22		26								
AVG. AUD. BY ¼ HR. %			13.1	13.9	15.7	17.3	12.9	12.5	14.7	14.9	15.1	15.8	17.1	17.4	17.8	17.5	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,000 / 18.8		9,180 / 15.7		11,820 / 20.2		14,160 / 24.2								
			Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies® "SEVEN BRIDES FOR SEVEN BROTHERS" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			9,070 / 15.5		8,070 / 13.8		10,530 / 18.0		9,180 / 15.7	14.6* / 25 *		15.4* / 27 *		16.1* / 28 *		16.7* / 30 *	
SHARE OF AUDIENCE %			28		24		31		28								
AVG. AUD. BY ¼ HR. %			15.2	15.9	13.6	14.1	17.5	18.6	14.2	15.0	15.1	15.8	15.9	16.4	16.9	16.5	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,920 / 25.5				16,090 / 27.5						11,580 / 19.8				
			← G.E. Monogram Series "SAHARA" (Gen. Electric) →				← Name of the Game →						← Bracken's World →				
AVERAGE AUDIENCE (Households (000) & %)			10,470 / 17.9	17.7* / 32 *		18.2* / 32 *	11,350 / 19.4 / 34	18.6* / 32 *		19.6* / 34 *		19.9* / 35 *	8,830 / 15.1 / 27	15.6* / 28 *		14.7* / 26 *	
SHARE OF AUDIENCE %			32														
AVG. AUD. BY ¼ HR. %			17.5	17.8	18.0	18.3	18.4	18.9	19.6	19.6	20.0	19.8	15.7	15.5	14.9	14.5	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	51.6	53.1	54.6	55.0	55.7	55.2	54.8	55.1	55.5	55.9	56.5	57.3	55.7	54.9	53.3	51.5	
WK 2	52.8	53.7	54.3	55.4	56.2	57.6	57.6	57.7	57.8	57.0	56.5	57.0	56.5	56.8	56.7	55.0	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • FRI. DEC. 19, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. DEC. 13, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				9,130 15.6		10,530 18.0		13,750 23.5				12,640 21.6					
				Dating Game		Newlywed Game		← Lawrence Welk Show →				← Hollywood Palace →					
AVERAGE AUDIENCE (Households (000) & %)				7,960 13.6		9,710 16.6		11,290 19.3	18.6*		19.9*	9,240 15.8	16.2*		15.4*		
SHARE OF AUDIENCE %				24		27		31	30 *		32 *	26	27 *		26 *		
AVG. AUD. BY ¼ HR. %				12.7	14.6	15.9	17.3	18.4	18.9	19.8	20.0	16.6	15.8	15.8	15.0		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				14,920 25.5				13,050 22.3		13,510 23.1		13,280 22.7		15,390 26.3			
				← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →			
AVERAGE AUDIENCE (Households (000) & %)				11,290 19.3	18.9*		19.6*	12,230 20.9		12,340 21.1		12,290 21.0		12,460 21.3	20.5*		22.1*
SHARE OF AUDIENCE %				33	33 *		32 *	33		33		35		38	35 *		40 *
AVG. AUD. BY ¼ HR. %				19.1	18.8	19.4	19.8	20.6	21.2	20.7	21.5	20.9	21.2	20.5	20.6	22.1	22.0
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	3,800 6.5		14,220 24.3					11,930 20.4		17,080 29.2							
	Huntley-Brinkley Report☒		← Andy Williams Show →					Adam 12		←		NBC Saturday Night at the Movies Ⓡ "RETURN FROM THE ASHES" (9:00-11:15PM)(1)					
AVERAGE AUDIENCE (Households (000) & %)	3,220 5.5		10,530 18.0	17.4*			18.5*	10,820 18.5		10,240 17.5	17.0*		17.4*		17.6*		18.4*
SHARE OF AUDIENCE %	11		31	30 *			31 *	30		30	27 *		29 *		30 *		33 *
AVG. AUD. BY ¼ HR. %	5.6	5.5	16.5	18.3	18.8		18.2	18.1	19.0	17.2	16.7	17.3	17.6	17.5	17.6	18.3	18.5
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				8,130 13.9		9,010 15.4		15,850 27.1				13,630 23.3					
				Dating Game		Newlywed Game		← Lawrence Welk Show →				← Hollywood Palace →					
AVERAGE AUDIENCE (Households (000) & %)				7,200 12.3		8,010 13.7		13,050 22.3	20.8*		23.7*	11,060 18.9	19.5*		18.4*		
SHARE OF AUDIENCE %				21		22		36	33 *		38 *	31	32 *		31 *		
AVG. AUD. BY ¼ HR. %				11.7	12.8	13.2	14.2	20.3	21.3	23.7	23.8	19.8	19.1	18.9	17.8		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,690 23.4					13,050 22.3		11,580 19.8		12,810 21.9		15,030 25.7			
			← Jackie Gleason Show →					My Three Sons		Green Acres		Petticoat Junction		← Mannix →			
AVERAGE AUDIENCE (Households (000) & %)			10,180 17.4	17.3*			17.5*	12,110 20.7		10,590 18.1		11,580 19.8		11,700 20.0	18.9*		21.1*
SHARE OF AUDIENCE %			29	29 *			29 *	33		29		32		35	32 *		38 *
AVG. AUD. BY ¼ HR. %			17.7	16.9	17.5	17.4	20.6	20.8	18.1	18.1	19.5	20.2	18.5	19.3	20.8		21.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			18,370 31.4					11,640 19.9		19,070 32.6							
			← Andy Williams Show →					Adam 12		←		NBC Saturday Night at the Movies Ⓡ "POCKETFUL OF MIRACLES" (9:00-11:45PM)(1)					
AVERAGE AUDIENCE (Households (000) & %)			14,860 25.4	24.4*		26.5*	10,760 18.4			11,170 19.1	17.7*		18.6*		19.4*		19.3*
SHARE OF AUDIENCE %			42	42 *		44 *	29			34	28 *		30 *		33 *		35 *
AVG. AUD. BY ¼ HR. %			23.6	25.2	26.6	26.4	18.3	18.4		17.7	17.6	18.7	18.5	19.4	19.3	19.3	19.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	53.0	54.1	56.6	58.5	59.9	61.1	61.9	63.1	63.2	63.0	61.1	60.6	59.0	58.2	55.6	54.4	
WK 2	52.8	55.0	58.2	59.2	60.7	61.2	62.3	63.0	62.9	62.9	62.0	61.8	59.6	58.8	56.4	54.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. AVG. AUD BY 1/4 HR. RATINGS, SEE OP PAGES.

☒ STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION. (SEE DEF. 14b.)

EVE. • SAT. DEC. 20, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. DEC. 14, 1969

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)	10,350 / 17.7				14,680 / 25.1				16,610 / 28.4								
		Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "THE DEADLY BEES" (9:00-10:45PM)							
	AVERAGE AUDIENCE (Households (000) & %)	7,550 / 12.9	12.0* / 21*		13.8* / 22*	12,290 / 21.0 / 32	20.1* / 31*		21.9* / 32*	12,580 / 21.5 / 35	21.0* / 32*		21.4* / 33*		22.5* / 38*		
	SHARE OF AUDIENCE %	22	21*			19.7	20.5		22.3	20.8	21.3		21.3		22.5		
	AVG. AUD. BY ¼ HR. %	12.2	11.9	13.1	14.4			21.5				21.5		22.6		20.3		
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)	9,590 / 16.4		9,180 / 15.7		11,760 / 20.1				11,760 / 20.1				13,340 / 22.8				
		Lassie		To Rome with Love			Ed Sullivan Show				Leslie Uggams Show				Mission: Impossible			
	AVERAGE AUDIENCE (Households (000) & %)	8,310 / 14.2		8,370 / 14.3		9,540 / 16.3	15.7* / 24*		17.0* / 25*	9,650 / 16.5 / 25	16.6* / 25*		16.4* / 25*	9,240 / 15.8 / 28	15.6* / 26*		16.0* / 31*	
	SHARE OF AUDIENCE %	25		23		24			17.5	16.4	16.7		16.0	16.1	15.2		17.1	
	AVG. AUD. BY ¼ HR. %	13.6	14.8	13.7	14.8	14.9	16.5	16.5				16.8				14.8		
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)	22,110 / 37.8								17,900 / 30.6				13,280 / 22.7				
		Hans Brinker (7:00-9:00PM)									Bonanza				Bold Ones			
	AVERAGE AUDIENCE (Households (000) & %)	15,910 / 27.2	24.4* / 42*		27.5* / 45*		28.3* / 43*		28.5* / 42*	14,860 / 25.4 / 39	25.7* / 39*		25.1* / 38*	10,000 / 17.1 / 31	16.7* / 28*		17.5* / 34*	
	SHARE OF AUDIENCE %	43	42*				28.2		28.4	25.6	25.9		24.5	17.1	16.4		17.9	
	AVG. AUD. BY ¼ HR. %	23.6	25.2	27.6	27.5	28.4		28.7				25.7				17.0		
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)	11,990 / 20.5				12,870 / 22.0				13,810 / 23.6								
		Land of the Giants					The F.B.I. (Ford)				ABC Sunday Night Movies "DUAL OF THE TITANS" (9:00-10:50PM)							
	AVERAGE AUDIENCE (Households (000) & %)	7,550 / 12.9	12.5* / 22*		13.3* / 21*	10,820 / 18.5 / 27	17.7* / 27*		19.3* / 28*	9,130 / 15.6 / 24	16.0* / 23*		15.3* / 23*		16.1* / 27*			
	SHARE OF AUDIENCE %	22																
	AVG. AUD. BY ¼ HR. %	12.8	12.2	12.7	13.9	17.4	18.1	19.6	19.0	16.1	15.8	15.4	15.2	16.1	16.0	15.4	13.3	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)	11,930 / 20.4		16,610 / 28.4		21,530 / 36.8				19,890 / 34.0				15,800 / 27.0				
		Lassie		How the Grinch Stole Christmas (F.F.S.B.)(R)			Ed Sullivan Show				Glen Campbell Hour				Mission: Impossible			
	AVERAGE AUDIENCE (Households (000) & %)	10,060 / 17.2		14,920 / 25.5		17,670 / 30.2	28.7* / 45*		31.8* / 46*	16,610 / 28.4 / 42	28.4* / 42*		28.4* / 42*	12,170 / 20.8 / 36	21.5* / 36*		20.1* / 36*	
	SHARE OF AUDIENCE %	31		41		45	43*		46*									
	AVG. AUD. BY ¼ HR. %	15.7	18.7	24.6	26.5	27.7	29.6	31.6	31.9	28.5	28.4	28.6	28.3	22.1	21.0	19.9	20.3	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)	11,290 / 19.3		17,200 / 29.4				11,060 / 18.9		15,150 / 25.9				13,810 / 23.6				
		Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "BABES IN TOYLAND" PART I				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
	AVERAGE AUDIENCE (Households (000) & %)	9,770 / 16.7		11,000 / 18.8	18.3* / 29*		19.3* / 29*	9,890 / 16.9 / 24		12,810 / 21.9 / 32	21.6* / 32*		22.3* / 33*	11,290 / 19.3 / 33	19.0* / 32*		19.6* / 35*	
	SHARE OF AUDIENCE %	30		29														
	AVG. AUD. BY ¼ HR. %	16.3	17.2	18.2	18.4	19.7	18.8	16.6	17.3	20.9	22.4	22.6	21.9	18.5	19.4	20.0	19.3	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	56.9	58.3	60.6	62.3	64.6	66.3	67.1	68.6	65.3	66.4	66.5	64.8	59.9	58.1	55.0	49.2
		WK 2	54.6	57.3	60.9	63.5	65.7	67.1	68.9	69.4	67.8	68.4	68.3	66.7	60.4	59.7	57.9	53.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • SUN. DEC. 21, 1969

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. DEC. 29, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			Music Scene (7:30-8:15PM)				New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style			
TOTAL AUDIENCE (Households (000) & %)			7,840 / 13.4			6,610 / 11.3			8,720 / 14.9				8,540 / 14.6				
AVERAGE AUDIENCE (Households (000) & %)			5,620 / 9.6			5,150 / 8.8			6,790 / 11.6	11.4*		11.9*	6,730 / 11.5	11.1*		11.8*	
SHARE OF AUDIENCE %			15			13			18	17 *		19 *	20	19 *		21 *	
AVG. AUD. BY ¼ HR. %			10.3	10.0	8.6	7.5	9.3	9.6	11.1	11.6	12.0	11.8	11.0	11.3	12.0	11.6	
CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D. (Gen. Foods)		Doris Day Show		Carol Burnett Show				
TOTAL AUDIENCE (Households (000) & %)			19,830 / 33.9				15,740 / 26.9		16,500 / 28.2		13,980 / 23.9		14,800 / 25.3				
AVERAGE AUDIENCE (Households (000) & %)			16,030 / 27.4	26.4*		28.5*	14,570 / 24.9		14,860 / 25.4		13,100 / 22.4		12,110 / 20.7	21.4*		20.1*	
SHARE OF AUDIENCE %			42	41 *		43 *	37		38		36		36	36 *		36 *	
AVG. AUD. BY ¼ HR. %			25.8	26.9	28.7	28.4	24.8	25.0	25.4	25.4	22.1	22.6	21.9	21.0	20.4	19.7	
NBC TV			My World and Welcome to It		Rowan & Martin Laugh-In				NBC Monday Night at the Movies (B) "THE STOOGE" (9:00-11:00PM)								
TOTAL AUDIENCE (Households (000) & %)			11,930 / 20.4		20,180 / 34.5				18,190 / 31.1								
AVERAGE AUDIENCE (Households (000) & %)			10,470 / 17.9		16,090 / 27.5	24.8*		30.2*	12,750 / 21.8	22.9*		22.7*		21.5*		19.9*	
SHARE OF AUDIENCE %			28		41	37 *		44 *	36	34 *		36 *		36 *		36 *	

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			Music Scene (7:30-8:15PM)				New People (8:15-9:00PM)			Harold Robbins' "The Survivors"				Love, American Style			
TOTAL AUDIENCE (Households (000) & %)			8,600 / 14.7			8,250 / 14.1			9,130 / 15.6				11,230 / 19.2				
AVERAGE AUDIENCE (Households (000) & %)			6,260 / 10.7			6,610 / 11.3			6,900 / 11.8	10.9*		12.6*	9,180 / 15.7	16.3*		15.1*	
SHARE OF AUDIENCE %			16			16			17	16 *		19 *	26	26 *		26 *	
AVG. AUD. BY ¼ HR. %			11.4	10.6	10.2	9.6	12.2	12.2	10.5	11.3	12.4	12.9	16.5	16.1	15.4	14.9	
CBS TV			Gunsmoke				Here's Lucy		Mayberry R.F.D. (Philip Morris)		Doris Day Show		Carol Burnett Show				
TOTAL AUDIENCE (Households (000) & %)			20,120 / 34.4				16,500 / 28.2		17,960 / 30.7		17,320 / 29.6		16,560 / 28.3				
AVERAGE AUDIENCE (Households (000) & %)			16,500 / 28.2	27.2*		29.2*	14,980 / 25.6		16,030 / 27.4		15,800 / 27.0		14,040 / 24.0	24.8*		23.2*	
SHARE OF AUDIENCE %			41	41 *		42 *	36		40		40		40	40 *		41 *	
AVG. AUD. BY ¼ HR. %			26.0	28.3	29.7	28.7	25.1	26.1	26.1	28.8	26.3	27.7	24.8	24.8	23.8	22.6	
NBC TV			My World and Welcome to It		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "CHARLIE BUBBLES" (9:00-11:00PM)								
TOTAL AUDIENCE (Households (000) & %)			13,810 / 23.6		21,350 / 36.5				16,850 / 28.8								
AVERAGE AUDIENCE (Households (000) & %)			11,990 / 20.5		16,440 / 28.1	25.6*		30.5*	8,540 / 14.6	19.4*		15.2*		12.5*		11.5*	
SHARE OF AUDIENCE %			31		40	37 *		43 *	23	28 *		23 *		20 *		20 *	
AVG. AUD. BY ¼ HR. %			20.0	20.9	24.5	26.8	30.5	30.6	21.8	17.0	16.3	14.2	12.7	12.3	11.9	11.1	

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	59.9	62.3	63.0	64.4	65.4	67.4	67.9	68.4	66.7	66.5	63.8	61.8	59.9	59.2	57.9	55.1	
WK 2	62.2	63.7	65.8	67.8	69.2	69.9	70.8	71.8	69.3	69.1	67.1	66.3	63.2	61.6	58.6	55.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77

EVE. • MON. JAN. 5, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. DEC. 30, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,040 / 24.0				16,560 / 28.3						17,140 / 29.3				
			Mod Squad						Movie of the Week "GIDGET GROWS UP"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			11,120 / 19.0	17.4*		20.6*	12,750 / 21.8	20.3*		21.8*		23.4*	14,920 / 25.5	25.1*			25.9*
SHARE OF AUDIENCE %			28	26 *		30 *	31	29 *		31 *		35 *	43	41 *			45 *
AVG. AUD. BY ¼ HR. %			16.8	18.1	20.5	20.7	20.3	20.4	21.5	22.1	23.8	23.0	24.6	25.6	26.4		25.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,330 / 24.5				17,200 / 29.4				11,520 / 19.7		7,840 / 13.4				
			Lancer					Red Skelton Hour			Governor and J. J.			CBS News Special "BATTLE OF EAST ST. LOUIS"			
AVERAGE AUDIENCE (Households (000) & %)			11,470 / 19.6	18.7*		20.5*	13,690 / 23.4	22.8*		24.0*	10,470 / 17.9		5,210 / 8.9	10.3*			7.6*
SHARE OF AUDIENCE %			29	28 *		30 *	33	32 *		34 *	27		15	17 *			13 *
AVG. AUD. BY ¼ HR. %			18.2	19.2	20.1	21.0	22.4	23.3	24.4	23.6	18.4	17.4	10.9	9.6	7.9		7.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,340 / 21.1		11,760 / 20.1		12,230 / 20.9		12,870 / 22.0								
			I Dream of Jeannie		Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies "A MATTER OF INNOCENCE" (9:00-11:00PM) [X]								
AVERAGE AUDIENCE (Households (000) & %)			10,590 / 18.1		10,410 / 17.8		10,940 / 18.7		7,720 / 13.2	11.8*		12.6*		14.2*			14.1*
SHARE OF AUDIENCE %			28		26		26		21	17 *		19 *		23 *			24 *
AVG. AUD. BY ¼ HR. %			17.1	19.0	17.6	18.0	18.5	18.9	12.1	11.5	12.6	12.5	14.2	14.2	14.2		14.0
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			17,370 / 29.7				19,950 / 34.1						20,710 / 35.4				
			Mod Squad						Movie of the Week "BLACK WATER GOLD"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			14,510 / 24.8	22.9*		26.8*	13,980 / 23.9	23.3*		24.0*		24.4*	18,430 / 31.5	31.0*			32.0*
SHARE OF AUDIENCE %			36	34 *		38 *	35	33 *		35 *		37 *	53	50 *			56 *
AVG. AUD. BY ¼ HR. %			22.1	23.6	26.5	27.1	23.5	23.2	24.2	23.8	24.6	24.2	30.2	31.8	32.5		31.5
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,980 / 23.9				21,530 / 36.8				14,630 / 25.0		9,950 / 17.0				
			Lancer					Red Skelton Hour			Governor and J. J.			60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			11,990 / 20.5	19.1*		21.8*	16,150 / 27.6	26.0*		29.2*	13,570 / 23.2		7,550 / 12.9	14.0*			11.9*
SHARE OF AUDIENCE %			30	28 *		31 *	39	36 *		42 *	35		22	23 *			21 *
AVG. AUD. BY ¼ HR. %			18.7	19.5	21.7	21.9	25.4	26.7	29.8	28.6	23.4	22.9	14.6	13.3	11.9		11.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,340 / 21.1		11,230 / 19.2		13,630 / 23.3		13,690 / 23.4								
			I Dream of Jeannie		Debbie Reynolds Show		Julia		First Tuesday								
AVERAGE AUDIENCE (Households (000) & %)			11,410 / 19.5		10,410 / 17.8		11,990 / 20.5		7,020 / 12.0	12.6*		13.2*		11.8*			10.6*
SHARE OF AUDIENCE %			29		25		29		19	18 *		20 *		19 *			18 *
AVG. AUD. BY ¼ HR. %			19.8	19.2	17.7	17.9	20.9	20.1	12.6	12.7	13.6	12.8	12.2	11.4	10.9		10.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	61.3	62.6	64.5	67.1	68.3	69.7	70.0	71.1	70.3	69.3	68.4	66.5	62.3	61.4	59.7		55.8
WK 2	64.9	66.2	67.7	68.0	69.7	70.5	71.1	72.0	69.8	68.1	66.2	65.2	62.1	60.8	58.8		56.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page 8. (B) Originated in Black & White. [X] STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 14a.)

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77

EVE. • TUE. JAN. 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. DEC. 31, 1969

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,660 / 14.8			9,650 / 16.5		9,420 / 16.1		8,950 / 15.3							
			Flying Nun			Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "KOROSHI" (9:00-10:55PM)							
AVERAGE AUDIENCE (Households (000) & %)			7,490 / 12.8			8,660 / 14.8		8,540 / 14.6		5,150 / 8.8	10.3*		9.2*		8.0*		7.6*
SHARE OF AUDIENCE %			20			23		24		16	18 *		16 *		15 *		15 *
AVG. AUD. BY ¼ HR. %			12.4	13.2		14.6	15.0	14.9	14.3	10.9	9.7	9.3	9.1	8.0	8.0	8.3	6.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,390 / 26.3				13,750 / 23.5			12,290 / 21.0				12,870 / 22.0			
			Hee-Haw				Beverly Hillbillies			Medical Center					Hawaii Five-O		
AVERAGE AUDIENCE (Households (000) & %)			12,230 / 20.9				12,400 / 21.2			9,540 / 16.3	16.6*		15.9*	10,940 / 18.7	18.4*		19.0*
SHARE OF AUDIENCE %			33	20.8* / 33 *			20.9* / 33 *	35		28	28 *		28 *	37	36 *		39 *
AVG. AUD. BY ¼ HR. %			20.4	21.2	21.2		20.7	20.6	21.8	17.1	16.1	15.8	16.0	18.1	18.7	18.8	19.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,630 / 23.3				14,330 / 24.5							10,940 / 18.7			
			Orange Bowl Parade (7:30-8:30PM) (P & G)				The Virginian (8:30-10:00PM)							Then Came Bronson			
AVERAGE AUDIENCE (Households (000) & %)			10,590 / 18.1				9,890 / 16.9				17.8*		17.7*	8,310 / 14.2	14.9*		13.5*
SHARE OF AUDIENCE %			29	18.0* / 29 *		18.2* / 29 *	29	15.0* / 25 *			31 *		32 *	28	29 *		27 *
AVG. AUD. BY ¼ HR. %			17.7	18.4	18.3	18.0	15.3	14.7	17.5		18.1	18.2	17.3	15.5	14.4	13.5	13.5
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,060 / 18.9			13,160 / 22.5		12,990 / 22.2		11,880 / 20.3							
			Flying Nun			Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "RED MOUNTAIN" (9:00-10:55PM)							
AVERAGE AUDIENCE (Households (000) & %)			9,830 / 16.8			12,230 / 20.9		12,340 / 21.1		8,070 / 13.8	14.4*		14.3*		13.6*		
SHARE OF AUDIENCE %			24			29		29		21	21 *		21 *		22 *		
AVG. AUD. BY ¼ HR. %			16.3	17.3	20.3	21.5	20.8	21.3		14.5	14.4	14.5	14.1	13.9	13.4	12.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			17,780 / 30.4				16,910 / 28.9			16,970 / 29.0				19,360 / 33.1			
			Hee-Haw				Beverly Hillbillies			Medical Center					Hawaii Five-O		
AVERAGE AUDIENCE (Households (000) & %)			14,330 / 24.5				15,620 / 26.7			14,740 / 25.2	25.3*		25.0*	16,200 / 27.7	27.6*		27.8*
SHARE OF AUDIENCE %			35	24.2* / 35 *		24.8* / 35 *	37			36	36 *		36 *	46	44 *		49 *
AVG. AUD. BY ¼ HR. %			24.0	24.4	24.5	25.2	26.0	27.4		25.5	25.1	25.2	24.8	27.0	28.1	28.0	27.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,800 / 27.0							14,980 / 25.6				10,120 / 17.3			
			The Virginian							Kraft Music Hall (Kraftco)					Project 20 "THE WEST OF CHARLES RUSSELL" (Electric Co. Adv. Prog.)		
AVERAGE AUDIENCE (Households (000) & %)			12,290 / 21.0				21.7*	21.1*		12,340 / 21.1	20.8*		21.4*	7,430 / 12.7	13.3*		12.1*
SHARE OF AUDIENCE %			29	20.1* / 29 *			30 *	29 *		30	30 *		31 *	21	21 *		21 *
AVG. AUD. BY ¼ HR. %			19.7	20.6	21.8	21.5	21.9	20.3		20.3	21.3	21.6	21.2	14.4	12.2	11.9	12.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	59.7	61.3	62.3	63.7	63.7	62.6	61.1	60.9		59.2	57.4	56.4	55.5	52.3	51.3	49.9	48.3
WK 2	64.5	66.9	67.8	69.5	70.9	72.7	73.1	73.1		69.6	69.6	69.2	68.5	63.8	61.4	59.4	54.3

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77

EVE. • WED. JAN. 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. JAN. 1, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,720 / 13.2		10,300 / 17.6		13,100 / 22.4		12,290 / 21.0					9,420 / 16.1			
			Ghost and Mrs. Muir		That Girl		Bewitched		This Is Tom Jones					It Takes a Thief (R)			
AVERAGE AUDIENCE (Households (000) & %)			7,140 / 12.2		9,130 / 15.6		11,760 / 20.1		9,540 / 16.3	16.0*		16.6*		7,250 / 12.4	12.3*		12.4*
SHARE OF AUDIENCE %			19		23		30		25	24 *		25 *		21	20 *		22 *
AVG. AUD. BY ¼ HR. %			11.7	12.6	15.0	16.2	19.0	21.1	15.9	16.0	16.8	16.4		12.5	12.2	12.0	12.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,210 / 26.0		16,560 / 28.3				18,020 / 30.8								
			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies (R) "ALL IN A NIGHTS WORK" (9:00-10:45PM)								Molly Maguires (Sustainer)
AVERAGE AUDIENCE (Households (000) & %)			13,160 / 22.5		13,630 / 23.3	23.2*		23.4*	13,280 / 22.7	22.6*		22.6*			23.2*		
SHARE OF AUDIENCE %			34		35	35 *		34 *	35	34 *		35 *			37 *		
AVG. AUD. BY ¼ HR. %			20.3	24.7	22.9	23.4	23.5	23.3	22.7	22.6	23.0	22.3		23.2	23.2	21.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				25,620 / 43.8													
			Rose Bowl Football Game (MICHIGAN STATE VS USC, 4:45-7:45PM)(1)						Orange Bowl Football Game (PENN. STATE VS MISSOURI, 7:45-11:10PM)(2)								
AVERAGE AUDIENCE (Households (000) & %)				15,970 / 27.3		28.2*		27.3*		27.8*		24.7*			27.4*		27.7*
SHARE OF AUDIENCE %				43		43 *		41 *		42 *		38 *			42 *		46 *
AVG. AUD. BY ¼ HR. %																	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,240 / 15.8		12,400 / 21.2		15,620 / 26.7		14,860 / 25.4								
			Ghost and Mrs. Muir		That Girl		Bewitched		A Last Laugh At the 60's "BOB NEWHART SPECIAL" (Libby;McNeill & Libby)					Dinner At Howard K. Smith's (Sustainer)			
AVERAGE AUDIENCE (Households (000) & %)			8,130 / 13.9		11,410 / 19.5		14,160 / 24.2		11,170 / 19.1	18.7*		19.5*					
SHARE OF AUDIENCE %			20		27		33		27	26 *		28 *					
AVG. AUD. BY ¼ HR. %			14.0	13.8	19.0	20.0	23.6	24.8	18.7	18.7	19.9	19.1					
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,310 / 31.3		18,600 / 31.8				18,950 / 32.4								
			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies (R) "MY BLOOD RUNS COLD" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			16,790 / 28.7		14,570 / 24.9	25.0*		24.9*	13,280 / 22.7	21.4*		22.8*			23.9*		22.7*
SHARE OF AUDIENCE %			42		34	35 *		34 *	35	30 *		32 *			38 *		40 *
AVG. AUD. BY ¼ HR. %			27.6	29.8	24.8	25.2	25.1	24.6	21.3	21.5	22.9	22.6		23.7	24.1	23.5	21.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,790 / 28.7				17,780 / 30.4				13,810 / 23.6			18,490 / 31.6			
			Daniel Boone				Ironside				Dragnet			Dean Martin Show			
AVERAGE AUDIENCE (Households (000) & %)			12,520 / 21.4	20.4*		22.5*	14,160 / 24.2	22.4*		26.0*	12,810 / 21.9			15,440 / 26.4	27.4*		25.5*
SHARE OF AUDIENCE %			30	30 *		31 *	33	31 *		36 *	31			44	43 *		44 *
AVG. AUD. BY ¼ HR. %			20.3	20.5	22.1	22.8	22.2	22.5	26.3	25.8	21.2	22.5		26.8	28.0	26.8	24.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	62.0	64.1	65.1	65.7	66.3	67.0	67.5	68.2	67.4	66.6	65.6	65.3		63.9	62.1	59.8	54.8
WK 2	65.9	67.3	68.1	70.1	71.3	73.2	72.7	73.3	71.9	71.9	70.6	69.7		64.4	62.6	59.5	55.3

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77

(1) FOR RATINGS, SEE PAGE 42 & FOR REM. AVG. AUD. SEE OP PAGES.

(2) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • THU. JAN. 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. JAN. 2, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,540 / 16.3		9,650 / 16.5		9,590 / 16.4										
			Let's Make a Deal		Brady Bunch						NBA Basketball Game (NEW YORK VS MILWAUKEE, 8:30-11:00PM)						
AVERAGE AUDIENCE (Households (000) & %)			8,600 / 14.7		8,830 / 15.1		4,560 / 7.8	8.4*		8.5*		7.7*		8.7*		5.8*	
SHARE OF AUDIENCE %			25		25		13	14 *		14 *		12 *		14 *		10 *	
AVG. AUD. BY ¼ HR. %			14.2	15.1	14.7	15.5	8.9	8.0	8.7	8.2	7.6	7.8	8.5	8.9	6.2	5.3	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,830 / 16.8		8,370 / 14.3		13,400 / 22.9		17,080 / 29.2								
			Get Smart		Good Guys		Hogan's Heroes						CBS Friday Night Movies (R) "GIRL HAPPY" (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)			8,720 / 14.9		7,660 / 13.1		12,170 / 20.8		11,930 / 20.4	17.4*		20.3*		22.6*		21.1*	
SHARE OF AUDIENCE %			26		22		34		33	28 *		32 *		37 *		36 *	
AVG. AUD. BY ¼ HR. %			14.9	15.0	13.0	13.3	20.2	21.5	16.6	18.2	19.8	20.8	22.9	22.4	22.3	19.9	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,320 / 27.9				18,900 / 32.3						14,570 / 24.9				
			High Chaparral						Name of the Game					Bracken's World			
AVERAGE AUDIENCE (Households (000) & %)			12,870 / 22.0	20.4*		23.6*	13,860 / 23.7	23.3*		23.9*		23.9*	12,110 / 20.7	20.2*		21.1*	
SHARE OF AUDIENCE %			37	35 *		39 *	38	38 *		39 *		38 *	34	33 *		36 *	
AVG. AUD. BY ¼ HR. %			20.2	20.7	23.1	24.1	23.6	23.1	23.8	24.0	24.1	23.7	20.0	20.3	21.0	21.3	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,890 / 16.9		10,410 / 17.8				12,400 / 21.2				12,580 / 21.5				
			Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town (Sustainer)			Here Come the Brides				Jimmy Durante Presents the Lennon Sisters Hour			
AVERAGE AUDIENCE (Households (000) & %)			8,950 / 15.3		9,650 / 16.5				9,890 / 16.9	16.1*		17.7*	9,480 / 16.2	16.2*		16.3*	
SHARE OF AUDIENCE %			25		26				27	25 *		28 *	27	27 *		28 *	
AVG. AUD. BY ¼ HR. %			14.5	16.0	16.3	16.8			15.6	16.6	17.4	18.0	16.4	15.9	16.5	16.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,410 / 17.8		9,010 / 15.4		15,270 / 26.1		16,670 / 28.5								
			Get Smart		Good Guys		Hogan's Heroes						CBS Friday Night Movies "SOLE SURVIVOR" (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)			8,950 / 15.3		7,900 / 13.5		13,630 / 23.3		11,880 / 20.3	21.1*		20.1*		20.7*		19.2*	
SHARE OF AUDIENCE %			25		21		36		33	33 *		32 *		34 *		33 *	
AVG. AUD. BY ¼ HR. %			15.3	15.4	13.0	14.0	22.3	24.2	21.2	20.9	20.4	19.8	20.9	20.4	20.1	18.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,620 / 26.7				15,560 / 26.6						11,520 / 19.7				
			High Chaparral						Name of the Game					Bracken's World			
AVERAGE AUDIENCE (Households (000) & %)			12,930 / 22.1	21.4*		22.8*	10,880 / 18.6	18.9*		18.3*		18.6*	9,360 / 16.0	16.5*		15.5*	
SHARE OF AUDIENCE %			35	34 *		36 *	29	29 *		29 *		30 *	27	27 *		27 *	
AVG. AUD. BY ¼ HR. %			21.1	21.8	23.5	22.2	19.8	18.1	18.5	18.0	18.5	18.8	16.6	16.3	15.7	15.2	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	55.5	56.7	57.3	58.4	59.7	61.2	61.2	61.0	61.4	62.6	62.8	63.0	62.0	61.3	60.1	57.7	
WK 2	59.5	60.8	61.3	63.3	63.9	63.9	64.3	64.5	63.5	63.2	62.9	62.7	61.2	60.6	59.7	56.5	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77

EVE. • FRI. JAN. 9, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. JAN. 3, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,360 / 16.0		12,170 / 20.8		15,270 / 26.1				11,640 / 19.9						
			Dating Game		Newlywed Game		← Lawrence Welk Show →					← Hollywood Palace →					
AVERAGE AUDIENCE (Households (000) & %)			8,310 / 14.2		11,120 / 19.0		12,340 / 21.1	20.3*		21.8*	8,830 / 15.1	16.0*		14.2*			
SHARE OF AUDIENCE %			23		29		32	30 *	–	33 *	24	25 *		23 *			
AVG. AUD. BY ¼ HR. %			13.4	15.0	18.2	19.8	20.1	20.5	22.1	21.6	16.7	15.4	14.6	13.9			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,150 / 25.9				14,040 / 24.0		12,230 / 20.9		12,930 / 22.1		15,910 / 27.2				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			11,170 / 19.1				13,050 / 22.3		11,120 / 19.0		11,990 / 20.5		12,460 / 21.3				
SHARE OF AUDIENCE %			30	19.5* / 31 *		18.6* / 28 *	33		29		32		35	20.3* / 33 *		22.4* / 38 *	
AVG. AUD. BY ¼ HR. %			19.6	19.5	18.9	18.2	22.0	22.7	18.8	19.2	20.4	20.5	19.9	20.6	21.8	22.9	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			17,610 / 30.1				13,690 / 23.4		18,950 / 32.4								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies → "NAMU, THE KILLER WHALE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			13,460 / 23.0				12,690 / 21.7		13,980 / 23.9								
SHARE OF AUDIENCE %			36	22.4* / 36 *		23.6* / 36 *	32		38	23.6* / 35 *		24.2* / 37 *		24.7* / 40 *		23.2* / 39 *	
AVG. AUD. BY ¼ HR. %			21.8	22.9	23.6	23.6	21.5	22.0	23.2	24.0	24.6	23.8	24.7	24.7	25.7	20.7	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,650 / 16.5		10,820 / 18.5		14,920 / 25.5				12,930 / 22.1						
	← ABC Wide World of Sports (4:30-7:30PM)(1) →		Dating Game		Newlywed Game		← Lawrence Welk Show →					← Hollywood Palace →					
AVERAGE AUDIENCE (Households (000) & %)			8,130 / 13.9		9,950 / 17.0		11,880 / 20.3	19.6*		21.0*	9,010 / 15.4	16.1*		14.7*			
SHARE OF AUDIENCE %		12.9*	23 *		26		30	29 *		31 *	24	25 *		24 *			
AVG. AUD. BY ¼ HR. %	13.6	12.2	13.5	14.3	16.1	17.9	19.3	19.8	20.9	21.1	16.9	15.3	14.6	14.8			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,380 / 28.0				15,210 / 26.0		12,640 / 21.6		13,400 / 22.9		14,680 / 25.1				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			12,340 / 21.1				14,100 / 24.1		11,470 / 19.6		12,520 / 21.4		11,880 / 20.3				
SHARE OF AUDIENCE %			32	21.2* / 33 *		21.0* / 32 *	36		29		33		34	19.8* / 32 *		20.8* / 35 *	
AVG. AUD. BY ¼ HR. %			20.7	21.6	21.3	20.7	23.9	24.3	19.1	20.1	20.9	21.8	20.0	19.6	21.0	20.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			17,730 / 30.3				14,630 / 25.0		21,000 / 35.9								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies (R) → "HOW TO MURDER YOUR WIFE"(9:00-11:38PM) (2)								
AVERAGE AUDIENCE (Households (000) & %)			13,400 / 22.9				12,930 / 22.1		13,630 / 23.3								
SHARE OF AUDIENCE %			35	22.2* / 34 *		23.6* / 36 *	33		38	22.9* / 34 *		23.7* / 36 *		22.9* / 37 *		23.6* / 40 *	
AVG. AUD. BY ¼ HR. %			21.5	22.9	23.8	23.4	22.1	22.1	23.0	22.8	23.8	23.6	23.1	22.6	23.4	23.7	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1			57.9	59.4	61.6	63.9	65.2	65.5	66.5	67.1	66.4	66.5	65.6	63.8	62.1	61.5	60.8	58.2
WK 2			58.5	60.9	63.4	65.3	65.8	66.8	67.6	67.8	67.2	67.2	66.3	64.8	62.3	61.3	59.9	58.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77 (1) FOR RATINGS, SEE PAGE 49. (2) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SAT. JAN. 10, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. JAN. 4, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,520 / 19.7				15,210 / 26.0					17,370 / 29.7							
	Land of the Giants						The F.B.I. (Ford)						ABC Sunday Night Movies "THE NAKED PREY" (9:00-10:55PM)				
AVERAGE AUDIENCE (Households (000) & %)	9,130 / 15.6	14.8*		16.5*	12,640 / 21.6	20.2*		22.9*	12,870 / 22.0	21.5*		21.3*		22.5*		22.7*
SHARE OF AUDIENCE %	24	23 *		25 *	31	29 *		33 *	34	30 *		30 *		36 *		39 *
AVG. AUD. BY ¼ HR. %	14.6	15.0	16.4	16.5	19.6	20.8	23.2	22.7	21.6	21.4	21.3	21.3	22.0	23.0	23.9	21.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	10,760 / 18.4		11,410 / 19.5		15,910 / 27.2					15,440 / 26.4				13,630 / 23.3			
	Lassie		To Rome with Love			Ed Sullivan Show					Glen Campbell Hour				Mission: Impossible		
AVERAGE AUDIENCE (Households (000) & %)	9,130 / 15.6		9,950 / 17.0		11,820 / 20.2	18.3*		22.1*	13,100 / 22.4	22.7*		22.1*	10,120 / 17.3	17.8*		16.8*
SHARE OF AUDIENCE %	24		25		29	26 *		31 *	32	32 *		31 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %	15.0	16.2	16.4	17.7	17.4	19.2	22.0	22.2	22.6	22.8	22.4	21.8	18.3	17.4	16.5	17.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,990 / 20.5		21,880 / 37.4				15,030 / 25.7		16,320 / 27.9				12,870 / 22.0				
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney® "YELLOWSTONE CUBS" (Gulf Oil Corp.)				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	10,590 / 18.1		17,080 / 29.2	28.3*		30.2*	13,980 / 23.9		14,630 / 25.0	24.6*		25.3*	10,530 / 18.0	18.6*		17.5*
SHARE OF AUDIENCE %	28		42	42 *		43 *	34		35	35 *		36 *	30	30 *		31 *
AVG. AUD. BY ¼ HR. %	17.6	18.6	27.9	28.7	31.2	29.1	23.6	24.2	23.9	25.4	25.9	24.7	18.8	18.3	17.6	17.3
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,580 / 19.8				14,450 / 24.7					19,360 / 33.1							
	Land of the Giants						The F.B.I. (Ford)						ABC Sunday Night Movies "THE HOUSE ON GREEN APPLE ROAD" (9:[illegible]) (1)				
AVERAGE AUDIENCE (Households (000) & %)	8,370 / 14.3	13.5*		15.2*	11,990 / 20.5	19.1*		21.8*	15,440 / 26.4	25.2*		26.0*		27.0*		27.3*
SHARE OF AUDIENCE %	22	21 *		23 *	29	27 *		30 *	40	35 *		37 *		42 *		45 *
AVG. AUD. BY ¼ HR. %	13.1	13.8	14.9	15.5	18.8	19.3	21.6	22.0	24.8	25.5	25.9	26.1	27.1	27.0	27.3	27.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	14,100 / 24.1		13,220 / 22.6		19,890 / 34.0					14,680 / 25.1				12,230 / 20.9			
	Lassie		To Rome with Love			Ed Sullivan Show					Glen Campbell Hour				Mission: Impossible		
AVERAGE AUDIENCE (Households (000) & %)	12,580 / 21.5		11,410 / 19.5		15,270 / 26.1	25.2*		27.1*	12,290 / 21.0	21.7*		20.3*	9,890 / 16.9	17.1*		16.6*
SHARE OF AUDIENCE %	34		30		36	35 *		38 *	29	30 *		29 *	27	27 *		27 *
AVG. AUD. BY ¼ HR. %	21.6	21.3	18.1	20.9	24.3	26.2	27.8	26.4	22.1	21.3	20.4	20.2	17.6	16.6	16.7	16.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,350 / 19.4		20,070 / 34.3				14,980 / 25.6		15,850 / 27.1				11,350 / 19.4				
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "BON VOYAGE" PART 1 (Co-sponsor)				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	10,410 / 17.8		14,920 / 25.5	25.6*		25.5*	13,460 / 23.0		13,400 / 22.9	23.0*		22.7*	9,180 / 15.7	16.1*		15.2*
SHARE OF AUDIENCE %	28		37	39 *		36 *	32		32	32 *		32 *	25	25 *		25 *
AVG. AUD. BY ¼ HR. %	17.0	18.6	25.9	25.3	25.8	25.2	22.4	23.6	23.1	22.9	23.2	22.2	16.3	15.9	15.6	14.8
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	63.4	64.5	66.0	68.2	70.4	70.7	70.4	70.3	70.3	71.5	71.5	69.7	62.6	61.1	59.4	55.3
WK 2	62.3	63.9	64.7	67.4	70.6	71.7	72.0	72.4	71.8	71.5	71.3	70.7	64.8	62.7	61.4	59.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OF PAGES.

EVE. • SUN. JAN. 11, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. JAN. 12, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)						8,310 14.2				8,420 14.4				9,480 16.2			
			← Music Scene (7:30-8:15PM) (Sustainer)			← New People (8:15-9:00PM)				← Harold Robbins' "The Survivors"				← Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)						6,550 11.2				6,730 11.5	11.5*		11.6*	7,660 13.1	13.6*		12.6*
SHARE OF AUDIENCE %						15				17	16 *		17 *	22	22 *		22 *
AVG. AUD. BY ¼ HR. %						10.2	11.6	11.7		11.3	11.6	11.4	11.7	13.3	13.8	12.9	12.3
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			21,410 36.6				16,320 27.9			19,360 33.1		17,960 30.7		17,610 30.1			
			← Gunsmoke				← Here's Lucy			Mayberry R.F.D. (Gen. Foods)		Doris Day Show		← Carol Burnett Show			
AVERAGE AUDIENCE (Households (000) & %)			17,200 29.4	28.5*		30.3*	15,440 26.4			17,730 30.3		16,850 28.8		14,680 25.1	26.3*		23.9*
SHARE OF AUDIENCE %			41	41 *		42 *	37			43		43		42	42 *		42 *
AVG. AUD. BY ¼ HR. %			27.5	29.5	30.7	29.9	26.2	26.7		29.9	30.8	28.8	28.8	26.6	26.0	24.8	22.9
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,570 23.2		21,530 36.8					17,430 29.8							
			My World and Welcome to It		← Rowan & Martin Laugh-In					← NBC Monday Night at the Movies "EL CID" PART I (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			11,760 20.1		17,080 29.2	28.1*		30.4*		11,290 19.3	20.5*		19.4*		19.2*		18.1*
SHARE OF AUDIENCE %			29		40	39 *		42 *		30	29 *		29 *		30 *		32 *
AVG. AUD. BY ¼ HR. %			18.9	21.3	27.3	28.9	30.5	30.3		21.4	19.4	19.5	19.8	19.4	19.0	18.7	17.5
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,470 19.6				13,400 22.9										
			← It Takes a Thief				←			← ABC Monday Night Movies "HOW TO STEAL A MILLION" (8:30-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			9,010 15.4	15.7*		15.1*	8,070 13.8	13.1*			14.8*		14.6*		13.6*		12.6*
SHARE OF AUDIENCE %			22	23 *		21 *	20	18 *			21 *		21 *		21 *		21 *
AVG. AUD. BY ¼ HR. %			15.9	15.4	15.3	14.9	13.2	13.1		14.7	15.0	14.9	14.3	13.9	13.3	12.7	12.4
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,360 33.1				17,200 29.4			14,920 25.5		14,270 24.4		15,740 26.9			
			← Gunsmoke				← Here's Lucy			Mayberry R.F.D. (Philip Morris)		Doris Day Show		← Carol Burnett Show			
AVERAGE AUDIENCE (Households (000) & %)			15,620 26.7	26.5*		26.9*	16,030 27.4			13,630 23.3		12,640 21.6		12,990 22.2	22.7*		21.7*
SHARE OF AUDIENCE %			38	38 *		37 *	38			33		31		35	34 *		36 *
AVG. AUD. BY ¼ HR. %			26.0	26.9	27.1	26.8	27.0	27.8		23.4	23.3	21.0	22.1	22.3	23.0	22.3	21.0
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,230 20.9		22,520 38.5					20,530 35.1							
			My World and Welcome to It		← Rowan & Martin Laugh-In					← NBC Monday Night at the Movies "TEXAS ACROSS THE RIVER" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			10,760 18.4		16,610 28.4	26.2*		30.6*		15,390 26.3	27.4*		27.2*		26.1*		24.4*
SHARE OF AUDIENCE %			27		39	36 *		42 *		39	38 *		39 *		40 *		40 *
AVG. AUD. BY ¼ HR. %			17.7	19.0	25.3	27.0	30.6	30.6		27.5	27.3	27.6	26.8	26.3	26.0	25.3	23.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	63.6	66.7	68.2	70.5	72.0	73.0	72.3	72.3		70.5	69.1	67.7	67.0	63.7	62.3	59.4	55.4
WK 2	64.4	66.8	68.7	70.2	71.6	72.8	72.5	73.3		71.7	71.5	70.0	69.0	66.2	65.8	63.0	58.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75.

EVE. • MON. JAN. 19, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. JAN. 13, 1970

WEEK 1 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,800 25.3				15,390 26.3							16,850 28.8			
			3 M Special "GOLDEN AGE OF THE AUTOMOBILE" (Minn. Mining & Mfg.)						Movie of the Week "FOREIGN EXCHANGE"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			11,350 19.4				9,890 16.9							13,980 23.9			
SHARE OF AUDIENCE %			28	19.4* 29 *		19.3* 28 *	25	18.4* 27 *		17.1* 25 *		15.3* 24 *		42	23.2* 38 *		24.6* 46 *
AVG. AUD. BY ¼ HR. %			20.0	18.8	19.0	19.6	18.8	17.9	17.6	16.5	17.1	13.5		22.3	24.2	24.9	24.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,030 27.4				21,240 36.3				14,330 24.5			6,730 11.5			
				Lancer				Red Skelton Hour			Governor and J. J.			CBS News Hour "WHO GOES TO SCHOOL IN MISSISSIPPI"			
AVERAGE AUDIENCE (Households (000) & %)			12,520 21.4				15,210 26.0				12,580 21.5			6,080 10.4			
SHARE OF AUDIENCE %			31	20.3* 30 *		22.5* 32 *	38	23.9* 35 *		28.0* 42 *	33			17			
AVG. AUD. BY ¼ HR. %			19.8	20.8	22.4	22.6	23.2	24.7	28.2	27.7	21.1	21.9		10.7	10.1		
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,930 22.1		12,340 21.1		14,450 24.7		17,610 30.1								
			I Dream of Jeannie		Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies "EL CID" PART II (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			11,230 19.2		11,230 19.2		12,990 22.2		11,470 19.6			21.1*			21.6*		17.9*
SHARE OF AUDIENCE %			28		28		32		32	17.8* 26 *		33 *			36 *		33 *
AVG. AUD. BY ¼ HR. %			18.8	19.7	19.2	19.3	22.3	22.3	17.0	18.6	20.5	21.0	21.9	21.2	20.7		15.2

WEEK 2 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,270 24.4				12,750 21.8										
				Mod Squad							NBA All-Star Game (8:30-11:00PM)						
AVERAGE AUDIENCE (Households (000) & %)			11,640 19.9				7,200 12.3										
SHARE OF AUDIENCE %			29	18.7* 28 *		21.1* 31 *	18	13.0* 19 *		12.5* 18 *		12.7* 18 *			11.7* 17 *		11.6* 18 *
AVG. AUD. BY ¼ HR. %			18.0	19.4	21.1	21.1	13.3	12.7	12.4	12.6	12.9	12.4		12.0	11.4	11.8	11.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,290 19.3				19,480 33.3				12,580 21.5			9,890 16.9			
				Lancer				Red Skelton Hour			Governor and J. J.				60 Minutes "VARIOUS SUBJECTS"		
AVERAGE AUDIENCE (Households (000) & %)			8,830 15.1				15,150 25.9				11,520 19.7			7,660 13.1			
SHARE OF AUDIENCE %			22	14.5* 21 *		15.7* 23 *	37	26.2* 38 *		25.5* 36 *	29			21	14.3* 22 *		11.9* 20 *
AVG. AUD. BY ¼ HR. %			14.4	14.5	15.9	15.5	25.7	26.7	26.5	24.5	19.7	19.6		14.8	13.9	12.3	11.4
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,360 16.0		8,660 14.8		16,560 28.3		23,690 40.5								
			I Dream of Jeannie		Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies "MY SWEET CHARLIE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,480 14.5		7,960 13.6		15,090 25.8		18,540 31.7	28.3*		31.9*			33.8*		33.0*
SHARE OF AUDIENCE %			21		20		37		48	40 *		47 *			52 *		54 *
AVG. AUD. BY ¼ HR. %			14.0	14.9	13.1	14.1	25.6	26.1	27.4	29.2	31.6	32.1		33.7	33.8	33.8	32.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	62.2	64.9	67.2	68.1	69.0	69.5	68.4	68.9	67.7	67.1	65.2	63.7		61.6	59.7	56.8	50.1
WK 2	64.0	66.5	68.0	67.9	68.7	69.6	69.6	70.0	70.0	69.8	67.6	67.4		65.9	64.7	62.9	59.0

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • TUE. JAN. 20, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. JAN. 14, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,830 / 16.8		11,930 / 20.4		11,290 / 19.3		10,880 / 18.6								
			Flying Nun ®		Courtship of Eddie's Father		Room 222		ABC Wednesday Night Movies "FLIGHT TO TANGIER" (9:00-10:50PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,420 / 14.4		10,710 / 18.3		10,350 / 17.7		6,490 / 11.1	12.6*		11.2*		10.6*			
SHARE OF AUDIENCE %			22		27		26		17	18 *		16 *		17 *			
AVG. AUD. BY ¼ HR. %			13.8	15.1	18.0	18.7	17.7	17.7	13.1	12.0	11.6	10.8	10.5	10.6	9.8	8.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,250 / 31.2				13,980 / 23.9		14,680 / 25.1				16,970 / 29.0				
			Hee-Haw				Beverly Hillbillies		Medical Center				Hawaii Five-O				
AVERAGE AUDIENCE (Households (000) & %)			14,740 / 25.2	24.7*		25.7*	13,220 / 22.6		12,400 / 21.2	20.8*		21.6*	14,450 / 24.7	25.3*		24.2*	
SHARE OF AUDIENCE %			38	39 *		38 *	33		31	30 *		32 *	42	41 *		44 *	
AVG. AUD. BY ¼ HR. %			23.9	25.4	25.8	25.7	22.3	22.8	20.5	21.1	21.7	21.4	25.1	25.5	24.9	23.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,290 / 21.0		16,260 / 27.8				20,710 / 35.4				13,980 / 23.9				
			Hastings Corners (Bristol-Myers)		Gene Kelly's Wonderful World of Girls (American Gas Assn.)				Rowan & Martin Bite the Hand that Feeds Them (Ford)				Then Came Bronson				
AVERAGE AUDIENCE (Households (000) & %)			10,410 / 17.8		12,690 / 21.7	19.2*		24.2*	16,970 / 29.0	28.9*		29.1*	10,710 / 18.3	19.3*		17.3*	
SHARE OF AUDIENCE %			28		32	28 *		35 *	42	42 *		43 *	31	31 *		31 *	
AVG. AUD. BY ¼ HR. %			18.5	17.2	18.3	20.1	24.0	24.4	28.6	29.2	29.2	29.1	20.2	18.4	17.4	17.1	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,400 / 22.9		13,050 / 22.3		14,160 / 24.2		16,910 / 28.9				12,810 / 21.9				
			Nanny & The Professor		Courtship of Eddie's Father		Room 222		Johnny Cash Show				Engelbert Humperdinck Show				
AVERAGE AUDIENCE (Households (000) & %)			12,050 / 20.6		12,580 / 21.5		13,050 / 22.3		13,920 / 23.8	24.5*		23.2*	9,300 / 15.9	17.7*		14.1*	
SHARE OF AUDIENCE %			29		30		31		33	34 *		32 *	27	28 *		25 *	
AVG. AUD. BY ¼ HR. %			19.8	21.4	21.3	21.7	22.1	22.4	24.7	24.3	23.6	22.8	18.5	16.9	14.6	13.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,860 / 25.4				13,460 / 23.0		14,270 / 24.4				15,620 / 26.7				
			Hee-Haw				Beverly Hillbillies		Medical Center				Hawaii Five-O				
AVERAGE AUDIENCE (Households (000) & %)			11,880 / 20.3	20.2*		20.5*	12,580 / 21.5		11,470 / 19.6	19.5*		19.7*	13,510 / 23.1	23.3*		22.8*	
SHARE OF AUDIENCE %			29	29 *		29 *	30		27	27 *		28 *	39	37 *		40 *	
AVG. AUD. BY ¼ HR. %			20.4	19.9	20.6	20.4	21.0	22.0	19.5	19.4	19.7	19.6	23.0	23.6	23.1	22.5	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			18,540 / 31.7						15,910 / 27.2				12,520 / 21.4				
			The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
AVERAGE AUDIENCE (Households (000) & %)			14,450 / 24.7	23.1*		24.6*		26.3*	13,400 / 22.9	22.6*		23.2*	9,890 / 16.9	17.4*		16.4*	
SHARE OF AUDIENCE %			34	33 *		34 *		36 *	32	31 *		32 *	28	28 *		29 *	
AVG. AUD. BY ¼ HR. %			23.0	23.3	24.4	24.9	26.4	26.3	22.2	23.1	23.5	22.9	17.6	17.2	16.9	15.9	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	61.9	63.6	63.6	64.7	67.1	68.6	68.7	69.5	68.8	69.1	68.7	67.9	62.2	60.8	57.9	52.9	
WK 2	65.0	67.5	70.3	71.3	71.5	71.7	71.8	73.3	73.0	72.6	72.5	70.7	63.4	61.7	58.6	55.1	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • WED. JAN. 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. JAN. 15, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			13,980 / 23.9				10,470 / 17.9		8,420 / 14.4					9,300 / 15.9			
				Undersea World of Jacques Cousteau "THE NIGHT OF THE SQUID" (Armstrong)				Bewitched		This Is Tom Jones					It Takes a Thief			
	AVERAGE AUDIENCE (Households (000) & %)			10,350 / 17.7	16.9*		18.6*	9,420 / 16.1		6,320 / 10.8	11.4*		10.2*		7,370 / 12.6	12.8*		12.5*
	SHARE OF AUDIENCE %			26	26 *		27 *	22		15	16 *		14 *		21	20 *		21 *
	AVG. AUD. BY ¼ HR. %			17.0	16.8	18.8	18.5	15.9	16.3	11.8	11.0	10.6	9.8		12.9	12.6	12.7	12.3
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			15,740 / 26.9		17,020 / 29.1				10,880 / 18.6								
				Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies® "ESCAPE FROM FORT BRAVO" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			14,100 / 24.1		11,470 / 19.6	23.2*		16.0*	6,490 / 11.1	10.5*		10.3*			12.0*		11.5*
	SHARE OF AUDIENCE %			37		27	34 *		22 *	17	14 *		14 *			19 *		20 *
	AVG. AUD. BY ¼ HR. %			23.2	25.1	23.0	23.5	17.1	14.9	10.6	10.4	10.3	10.3		12.1	12.0	12.3	10.8
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			15,090 / 25.8				32,290 / 55.2							23,630 / 40.4			
				Daniel Boone						Bob Hope Christmas Show (8:30-10:00PM) (Chrysler Corp.)					Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)			11,170 / 19.1	16.7*		21.4*	27,260 / 46.6	41.1*		49.2*		49.6*		19,600 / 33.5	35.2*		31.7*
	SHARE OF AUDIENCE %			28	25 *		31 *	64	56 *		67 *		68 *		55	55 *		54 *
	AVG. AUD. BY ¼ HR. %			16.2	17.3	20.2	22.7	39.1	43.1	48.2	50.1	50.3	49.0		36.2	34.3	32.7	30.7
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			12,050 / 20.6		13,630 / 23.3		15,500 / 26.5		14,160 / 24.2				10,820 / 18.5				
				Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched		This Is Tom Jones					Paris 7000			
	AVERAGE AUDIENCE (Households (000) & %)			10,300 / 17.6		11,990 / 20.5		14,220 / 24.3		11,120 / 19.0	18.5*		19.5*	8,540 / 14.6		15.3*		13.8*
	SHARE OF AUDIENCE %			26		30		34		27	27 *		28 *	24		24 *		24 *
	AVG. AUD. BY ¼ HR. %			17.4	17.9	19.6	21.3	23.7	24.9	18.5	18.5	20.3	18.7	15.9		14.7	13.9	13.7
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			16,560 / 28.3		18,720 / 32.0				18,840 / 32.2								
				Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies® "NEVER TOO LATE" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			14,920 / 25.5		14,860 / 25.4	25.4*		25.3*	13,460 / 23.0	22.9*		22.9*			23.6*		22.7*
	SHARE OF AUDIENCE %			38		36	37 *		36 *	35	33 *		33 *			37 *		39 *
	AVG. AUD. BY ¼ HR. %			24.6	26.4	25.2	25.6	25.7	25.0	23.1	22.6	23.0	22.9	23.8		23.3	24.0	21.4
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			13,810 / 23.6				16,260 / 27.8				13,630 / 23.3		14,860 / 25.4				
				Daniel Boone				Ironside				Dragnet		Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)			10,710 / 18.3	17.3*		19.2*	12,690 / 21.7	19.8*		23.5*	12,580 / 21.5		11,640 / 19.9		21.4*		18.4*
	SHARE OF AUDIENCE %			27	26 *		28 *	31	28 *		34 *	31		33		33 *		32 *
	AVG. AUD. BY ¼ HR. %			16.8	17.9	19.2	19.1	19.4	20.1	23.4	23.7	21.0	22.1	22.0		20.7	19.3	17.4
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	61.3	63.1	64.9	66.4	68.2	70.1	72.9	74.2	73.1	73.6	73.2	71.9	65.1	62.6	60.7	56.3	
	WK 2	61.3	63.0	65.5	68.0	68.7	70.0	70.6	71.8	70.0	69.7	68.8	68.2	65.9	62.7	60.7	55.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 7, 28.

EVE. • THU. JAN. 22, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. JAN. 16, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			10,350 / 17.7		10,940 / 18.7		8,780 / 15.0		10,350 / 17.7					11,120 / 19.0			
				Let's Make a Deal		Brady Bunch		Mr. Deeds Goes to Town		← Here Come the Brides →					← Jimmy Durante Presents the Lennon Sisters Hour →			
	AVERAGE AUDIENCE (Households (000) & %)			9,300 / 15.9		9,950 / 17.0		8,010 / 13.7		8,370 / 14.3	13.7*		14.8*		8,310 / 14.2	14.3*		14.2*
	SHARE OF AUDIENCE %			27		28		22		23	22 *		23 *		24	24 *		24 *
	AVG. AUD. BY ¼ HR. %			15.0	16.9	16.5	17.4	14.0	13.4	13.5	13.9	14.6	15.0		14.0	14.6	14.5	13.9
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,290 / 19.3		9,180 / 15.7		13,100 / 22.4		17,200 / 29.4								
				Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "ROBIN & THE 7 HOODS" (9:00-11:20PM)(1) →								
	AVERAGE AUDIENCE (Households (000) & %)			9,710 / 16.6		8,070 / 13.8		11,580 / 19.8		11,470 / 19.6	19.0*		19.8*			20.3*		20.0*
	SHARE OF AUDIENCE %			28		23		31		33	30 *		31 *			33 *		34 *
	AVG. AUD. BY ¼ HR. %			16.8	16.5	13.5	14.2	19.3	20.3	18.9	19.2	19.6	19.9		20.4	20.2	20.4	19.6
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			16,500 / 28.2				17,780 / 30.4							12,870 / 22.0			
				← High Chaparral →				← Name of the Game →							← Bracken's World →			
	AVERAGE AUDIENCE (Households (000) & %)			12,170 / 20.8	18.9*		22.8*	12,870 / 22.0	22.1*		21.9*		21.9*		10,300 / 17.6	18.2*		17.0*
	SHARE OF AUDIENCE %			35	32 *		37 *	35	35 *		35 *		35 *		29	30 *		29 *
	AVG. AUD. BY ¼ HR. %			18.2	19.5	22.1	23.6	21.8	22.5	21.7	22.2	22.5	21.3		18.5	17.8	17.1	16.9
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			9,130 / 15.6		10,940 / 18.7		10,650 / 18.2		12,640 / 21.6					11,120 / 19.0			
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir		← Here Come the Brides →					← Love, American Style →			
	AVERAGE AUDIENCE (Households (000) & %)			8,070 / 13.8		10,180 / 17.4		9,590 / 16.4		10,060 / 17.2	16.8*		17.6*		9,070 / 15.5	15.3*		15.7*
	SHARE OF AUDIENCE %			23		29		27		29	28 *		30 *		28	27 *		28 *
	AVG. AUD. BY ¼ HR. %			13.2	14.5	17.3	17.5	16.5	16.3	16.6	16.9	17.5	17.8		14.6	16.0	15.9	15.5
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,700 / 20.0		8,540 / 14.6		11,990 / 20.5		14,680 / 25.1								
				Get Smart		Good Guys		Hogan's Heroes		← CBS Friday Night Movies "MAKE ME WHEN IT'S OVER" (9:00-11:00PM) →								
	AVERAGE AUDIENCE (Households (000) & %)			10,350 / 17.7		7,550 / 12.9		10,710 / 18.3		9,650 / 16.5	16.4*		16.6*			16.8*		16.4*
	SHARE OF AUDIENCE %			29		21		30		28	27 *		28 *			30 *		30 *
	AVG. AUD. BY ¼ HR. %			18.1	17.4	12.1	13.6	17.4	19.2	16.2	16.6	16.6	16.6		16.8	16.7	16.9	15.8
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			14,040 / 24.0				15,850 / 27.1							12,640 / 21.6			
				← High Chaparral →				← Name of the Game →							← Prudential On Stage "MARRIED ALIVE" (Prudential Insurance) →			
	AVERAGE AUDIENCE (Households (000) & %)			11,410 / 19.5	19.0*		20.0*	11,000 / 18.8	18.5*		19.1*		18.7*		9,650 / 16.5	16.7*		16.3*
	SHARE OF AUDIENCE %			32	31 *		33 *	31	30 *		31 *		31 *		29	30 *		29 *
	AVG. AUD. BY ¼ HR. %			18.8	19.1	20.0	20.0	19.1	17.9	19.3	18.9	18.9	18.4		17.5	16.0	16.2	16.4
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	57.0	58.1	57.8	59.4	60.1	62.0	63.2	63.5	63.0	63.1	63.5	63.2	61.0	60.7	60.0	58.2
		WK 2	58.4	60.4	60.3	60.4	60.6	61.4	61.0	61.0	61.1	60.3	59.6	59.3	56.8	56.4	56.4	54.5

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • FRI. JAN. 23, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. JAN. 17, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,600 14.7		10,240 17.5		15,150 25.9				12,690 21.7						
			Dating Game		Newlywed Game		← Lawrence Welk Show →				← Hollywood Palace →						
AVERAGE AUDIENCE (Households (000) & %)			8,070 13.8		9,650 16.5		11,820 20.2	19.3*		21.1*	9,360 16.0	16.6*			15.4*		
SHARE OF AUDIENCE %			22		25		30	28 *		31 *	25	26 *			25 *		
AVG. AUD. BY ¼ HR. %			13.4	14.2	15.6	17.4	19.3	19.4	21.1	21.1	17.0	16.2		15.7	15.1		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,740 26.9				15,620 26.7		12,870 22.0		14,740 25.2			16,730 28.6			
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction			← Mannix →			
AVERAGE AUDIENCE (Households (000) & %)			12,050 20.6	19.9*		21.2*	14,270 24.4		11,990 20.5		13,570 23.2			14,510 24.8	24.0*		25.6*
SHARE OF AUDIENCE %			32	31 *		32 *	36		30		36			42	39 *		44 *
AVG. AUD. BY ¼ HR. %			19.8	20.1	20.5	21.8	24.0	24.8	20.5	20.5	22.1	24.3		23.6	24.4	25.7	25.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,560 28.3				13,400 22.9		17,490 29.9								
			← Andy Williams Show →				Adam 12 ®		← NBC Saturday Night at the Movies → "A FUNNY THING HAPPENED ON THE WAY TO THE FORUM" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			13,400 22.9	22.4*		23.3*	12,290 21.0		10,940 18.7	22.2*		19.8*			17.1*		16.0*
SHARE OF AUDIENCE %			35	35 *		35 *	31		30	33 *		31 *			28 *		28 *
AVG. AUD. BY ¼ HR. %			21.7	23.2	24.0	22.5	20.4	21.5	22.3	22.0	21.0	18.5		17.7	16.5	16.4	15.5

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,530 18.0		11,520 19.7		13,220 22.6				11,000 18.8						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show →				← Hollywood Palace →						
AVERAGE AUDIENCE (Households (000) & %)			9,300 15.9		10,180 17.4		10,650 18.2	17.6*		18.7*	8,480 14.5	15.4*			13.7*		
SHARE OF AUDIENCE %			24		27		28	27 *		29 *	24	25 *			23 *		
AVG. AUD. BY ¼ HR. %			14.9	17.0	16.7	18.2	17.7	17.5	18.9	18.5	15.7	15.0		14.2	13.3		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			20,070 34.3				15,330 26.2		13,920 23.8		13,980 23.9			15,030 25.7			
			← Harlem Globetrotters "ROAD TO MEXICO" →				My Three Sons		Green Acres		Petticoat Junction			← Mannix →			
AVERAGE AUDIENCE (Households (000) & %)			16,150 27.6	27.5*		27.7*	14,390 24.6		12,810 21.9		12,870 22.0			12,810 21.9	21.1*		22.6*
SHARE OF AUDIENCE %			42	42 *		42 *	38		34		35			37	35 *		39 *
AVG. AUD. BY ¼ HR. %			28.0	27.0	27.7	27.7	24.7	24.5	21.2	22.5	21.7	22.2		20.7	21.4	22.5	22.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,920 23.8				13,220 22.6		18,660 31.9								
	Huntley-Brinkley Report ⊠ (Sustainer)		← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies → "THE LAST SAFARI" (9:00-11:15PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			10,470 17.9	17.3*		18.4*	12,110 20.7		13,160 22.5	21.8*		22.9*			22.6*		22.7*
SHARE OF AUDIENCE %			27	27 *		28 *	32		37	34 *		37 *			38 *		39 *
AVG. AUD. BY ¼ HR. %			16.8	17.8	18.8	18.1	20.1	21.3	21.8	21.8	22.9	22.9		22.7	22.5	23.0	22.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	58.6	60.1	62.4	64.3	65.4	66.6	68.0	69.0	68.1	67.2	64.9	63.8		61.9	60.8	58.9	57.3
WK 2	56.4	59.0	64.1	65.9	65.4	65.8	65.2	65.3	64.9	65.0	62.9	62.4		60.1	59.6	58.4	57.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

⊠ STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 14o.)

EVE. • SAT. JAN. 24, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. JAN. 18, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV TOTAL AUDIENCE (Households (000) & %)	11,000 / 18.8				14,450 / 24.7				15,850 / 27.1								
	Land of the Giants					The F.B.I. (Ford)					ABC Sunday Night Movies "WOMAN TIMES SEVEN" (9:00-10:50PM)						The Lion in Winter (Sustainer)
AVERAGE AUDIENCE (Households (000) & %)	7,660 / 13.1		12.0*	14.2*	11,700 / 20.0	18.7*		21.3*	9,480 / 16.2	19.0*		16.5*		14.5*			
SHARE OF AUDIENCE %	21		20 *	22 *	28	27 *		30 *	25	27 *		24 *		24 *			
AVG. AUD. BY ¼ HR. %	11.6		12.4	13.7	14.8	18.4	18.9	21.3	21.3	19.3	18.8	17.2	15.7	15.0	14.0	14.5	13.7
CBS TV TOTAL AUDIENCE (Households (000) & %)	13,510 / 23.1		12,230 / 20.9		17,780 / 30.4				15,910 / 27.2					15,680 / 26.8			
	Lassie		To Rome with Love			Ed Sullivan Show				Glen Campbell Hour					Mission: Impossible		
AVERAGE AUDIENCE (Households (000) & %)	12,110 / 20.7		11,230 / 19.2		13,630 / 23.3	22.0*		24.6*	13,050 / 22.3	21.9*		22.7*		12,460 / 21.3	21.5*		21.0*
SHARE OF AUDIENCE %	34		30		33	32 *		34 *	32	31 *		33 *		37	36 *		37 *
AVG. AUD. BY ¼ HR. %	20.5	20.9	18.7	19.8	21.5	22.5	24.7	24.5	21.9	21.8	22.4	23.0		21.8	21.2	21.0	21.0
NBC TV TOTAL AUDIENCE (Households (000) & %)	10,650 / 18.2		19,600 / 33.5				16,030 / 27.4		17,430 / 29.8					14,270 / 24.4			
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney "BON VOYAGE" PART II (Gulf Oil Corp.)				Bill Cosby Show (P & G)			Bonanza					Bold Ones		
AVERAGE AUDIENCE (Households (000) & %)	9,480 / 16.2		14,980 / 25.6	24.4*		26.8*	14,570 / 24.9		14,630 / 25.0	24.8*		25.3*		11,520 / 19.7	20.0*		19.4*
SHARE OF AUDIENCE %	27		38	38 *		39 *	35		36	35 *		37 *		34	33 *		35 *
AVG. AUD. BY ¼ HR. %	15.3	17.0	24.5	24.3	26.8	26.9	24.4	25.5	24.4	25.3	26.0	24.5		19.7	20.3	19.5	19.3
WEEK 2																	
ABC TV TOTAL AUDIENCE (Households (000) & %)	11,060 / 18.9				15,740 / 26.9				22,230 / 38.0								
	Land of the Giants					The F.B.I. (Ford)					ABC Sunday Night Movies "HOMBRE" (9:00-11:15PM)(1)						
AVERAGE AUDIENCE (Households (000) & %)	8,480 / 14.5		14.2*	14.8*	12,930 / 22.1	20.7*		23.5*	17,020 / 29.1	28.5*		29.6*			30.2*		29.3*
SHARE OF AUDIENCE %	23		23 *	23 *	32	30 *		33 *	45	40 *		42 *			47 *		49 *
AVG. AUD. BY ¼ HR. %	14.2	14.1	14.4	15.2	20.1	21.3	23.0	23.9	28.0	29.0	29.7	29.4		30.3	30.1	29.5	29.1
CBS TV TOTAL AUDIENCE (Households (000) & %)	12,580 / 21.5		11,520 / 19.7		15,440 / 26.4				13,050 / 22.3					10,350 / 17.7			
	Lassie		To Rome with Love			Ed Sullivan Show				Glen Campbell Hour					Mission: Impossible		
AVERAGE AUDIENCE (Households (000) & %)	11,120 / 19.0		10,410 / 17.8		12,170 / 20.8	19.3*		22.4*	10,530 / 18.0	18.7*		17.3*		8,540 / 14.6	14.8*		14.4*
SHARE OF AUDIENCE %	31		27		30	28 *		32 *	25	26 *		24 *		24	23 *		24 *
AVG. AUD. BY ¼ HR. %	18.5	19.5	17.1	18.4	18.9	19.8	22.6	22.1	18.7	18.7	17.5	17.2		14.8	14.9	14.8	14.1
NBC TV TOTAL AUDIENCE (Households (000) & %)	11,000 / 18.8		19,480 / 33.3				14,630 / 25.0		15,560 / 26.6					11,410 / 19.5			
	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "BON VOYAGE" PART III (Co-sponsor)				Bill Cosby Show (P & G)			Bonanza					Bold Ones		
AVERAGE AUDIENCE (Households (000) & %)	9,830 / 16.8		15,030 / 25.7	24.7*		26.8*	13,340 / 22.8		13,570 / 23.2	23.0*		23.4*		9,770 / 16.7	17.5*		16.0*
SHARE OF AUDIENCE %	28		38	38 *		39 *	32		33	32 *		33 *		27	27 *		27 *
AVG. AUD. BY ¼ HR. %	15.6	18.1	24.6	24.7	27.1	26.6	22.2	23.4	22.6	23.4	23.7	23.1		18.0	17.0	16.3	15.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	59.7	61.8	63.6	65.5	69.0	70.2	71.5	71.9	70.6	70.7	70.2	68.0		60.9	59.4	57.7	54.5
WK 2	59.3	61.7	64.1	65.6	68.4	69.6	69.7	70.9	71.3	72.0	71.6	70.4		64.9	63.0	61.1	59.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SUN. JAN. 25, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. JAN. 26, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,270 24.4				16,730 28.6										
			← It Takes a Thief →				← ABC Monday Night Movies "SUDDENLY LAST SUMMER" (8:30-9,0069,10-11,00PM) →		Pres. Nixon New Veto (9:00-9:10PM) (SUS.)		← ABC Monday Night Movies "SUDDENLY LAST SUMMER" (8,30-9,0069,10-11,00PM) →						
AVERAGE AUDIENCE (Households (000) & %)			10,820 18.5	18.5*		18.6*	10,060 17.2	16.1*				18.3*		17.7*		16.6*	
SHARE OF AUDIENCE %			27	28 *		27 *	26	23 *				28 *		28 *		28 *	
AVG. AUD. BY ¼ HR. %			18.4	18.6	18.3	18.8	16.6	15.6	16.6	17.6	18.3	18.2	17.9	17.4	17.2	16.1	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,730 28.6				16,090 27.5				13,160 22.5		14,680 25.1				
			← Gunsmoke →				Here's Lucy		Pres. Nixon New Veto (9:00-9:10PM) (SUS.) / CBS News Commentary (9:10-9:30PM) (Sus.)		Doris Day Show		← Carol Burnett Show →				
AVERAGE AUDIENCE (Households (000) & %)			13,980 23.9	23.3*		24.5*	14,270 24.4				12,290 21.0		12,400 21.2	21.5*		20.8*	
SHARE OF AUDIENCE %			35	35 *		35 *	34				32		35	34 *		35 *	
AVG. AUD. BY ¼ HR. %			22.7	23.9	24.7	24.4	23.7	25.2			20.5	21.6	21.3	21.7	21.4	20.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,170 19.1		19,950 34.1				18,660 31.9								
			My World and Welcome to It		← Rowan & Martin Laugh-In →				Pres. Nixon New Veto (9:00-9:10PM) (SUS.)		← NBC Monday Night at the Movies "IN ENEMY COUNTRY" (9,10-11,30PM)(1) →						
AVERAGE AUDIENCE (Households (000) & %)			9,360 16.0		15,210 26.0	23.0*		28.9*	11,230 19.2			19.5*		18.4*		18.6*	
SHARE OF AUDIENCE %			24		37	33 *		41 *	32			30 *		29 *		31 *	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,820 18.5				12,050 20.6										
			← It Takes a Thief →								← ABC Monday Night Movies "SABRINA" (8,30-10,50PM) →						Jenny (10,50-11,00PM) (SUS.)
AVERAGE AUDIENCE (Households (000) & %)			8,830 15.1	14.8*		15.4*	8,010 13.7	12.5*		14.2*		14.8*		14.0*			
SHARE OF AUDIENCE %			22	22 *		22 *	21	18 *		21 *		22 *		22 *			
AVG. AUD. BY ¼ HR. %			14.3	15.3	15.2	15.6	12.8	12.1	13.8	14.5	15.0	14.6	14.1	14.0	13.8	10.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,840 32.2				16,560 28.3		17,260 29.5		16,030 27.4		17,020 29.1				
			← Gunsmoke →				Here's Lucy		Mayberry R.F.D. (Philip Morris)		Doris Day Show		← Carol Burnett Show →				
AVERAGE AUDIENCE (Households (000) & %)			15,850 27.1	25.7*		28.4*	15,210 26.0		16,150 27.6		15,150 25.9		14,570 24.9	25.3*		24.6*	
SHARE OF AUDIENCE %			40	39 *		40 *	37		40		39		41	40 *		42 *	
AVG. AUD. BY ¼ HR. %			24.5	27.0	28.8	28.1	25.4	26.6	27.7	27.6	25.7	26.1	25.1	25.4	25.0	24.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,170 19.1		19,770 33.8				17,080 29.2								
			My World and Welcome to It		← Rowan & Martin Laugh-In →				← NBC Monday Night at the Movies "THE MOVIE MURDERER" (9,00-11,00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			9,650 16.5		15,390 26.3	22.8*		29.8*	11,700 20.0	20.6*		20.1*		20.0*		19.4*	
SHARE OF AUDIENCE %			25		37	32 *		42 *	31	30 *		30 *		32 *		33 *	
AVG. AUD. BY ¼ HR. %			16.3	16.7	21.7	23.9	29.8	29.7	21.4	19.8	20.0	20.3	20.0	20.0	19.9	18.8	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	60.9	62.6	64.6	67.2	68.9	70.5	71.1	71.0	68.4	67.3	65.3	64.8	62.9	61.8	60.5	57.4	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	61.0	63.1	64.9	67.4	69.7	71.0	70.9	71.3	69.8	68.6	67.4	67.0	63.7	62.8	61.2	55.3	

(R) Repeat, See page B. (B) Originated in Black & White.

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (OP) Other Programs: See Pages 72-75. (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

• Half-hour ratings (for immediately preceding and subject quarter-hours).

EVE. • MON. FEB. 2, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · TUE. JAN. 27, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,990 22.2				17,080 29.2							17,370 29.7			
			Mod Squad						Movie of the Week "CARTER'S ARMY"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			10,590 18.1				12,580 21.5							14,860 25.4			
SHARE OF AUDIENCE %			26	17.6* 26 *		18.7* 27 *	32	20.2* 29 *		21.7* 31 *		22.6* 35 *		45	25.8* 44 *		24.9* 45 *
AVG. AUD. BY ¼ HR. %			17.5	17.6	18.6	18.9	19.9	20.4	21.6	21.8	22.9	22.3		25.6	26.1	25.9	23.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,590 18.1				20,120 34.4				13,860 23.7			8,010 13.7			
			Lancer						Red Skelton Hour			Governor and J. J.		CBS News Hour "THE DAY THEY HAD TO CLOSE THE SCHOOLS"			
AVERAGE AUDIENCE (Households (000) & %)			8,420 14.4				15,440 26.4				12,810 21.9			5,500 9.4			
SHARE OF AUDIENCE %			21	13.9* 21 *		15.0* 21 *	38	24.4* 35 *		28.4* 41 *	34			16	10.6* 18 *		8.2* 15 *
AVG. AUD. BY ¼ HR. %			13.7	14.0	14.7	15.3	23.9	25.0	28.6	28.2	22.6	21.1		11.4	9.8	8.8	7.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			21,470 36.7				14,510 24.8		16,610 28.4								
			Ringling Bros. Circus (Bell Telephone)				Julia				NBC Tuesday Night at the Movies (B) "KINGS GO FORTH" (9:00-11:00PM)						
AVERAGE AUDIENCE (Households (000) & %)			18,190 31.1				13,220 22.6		9,890 16.9								
SHARE OF AUDIENCE %			45	29.8* 44 *		32.4* 46 *	32		27	15.9* 23 *		15.2* 23 *			18.1* 31 *		18.4* 34 *
AVG. AUD. BY ¼ HR. %			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		21,590 36.9	[illegible]	[illegible]	[illegible]
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			17,200 29.4				19,600 33.5										
			Mod Squad						Movie of the Week "ALONG CAME A SPIDER"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			13,810 23.6				15,150 25.9							19,190 32.8			
SHARE OF AUDIENCE %			36	22.3* 34 *		25.0* 38 *	38	24.0* 35 *		26.0* 38 *		27.7* 42 *		56	32.0* 53 *		33.5* 59 *
AVG. AUD. BY ¼ HR. %			21.6	22.9	25.1	25.0	23.7	24.3	26.0	26.0	27.7	27.6		31.1	33.0	34.0	33.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,160 22.5				17,610 30.1				11,880 20.3			8,310 14.2			
			Lancer						Red Skelton Hour			Governor and J. J.		60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			10,410 17.8				13,340 22.8				10,590 18.1			5,560 9.5			
SHARE OF AUDIENCE %			27	17.4* 27 *		18.2* 27 *	33	21.2* 31 *		24.5* 35 *	28			16	10.1* 17 *		9.0* 16 *
AVG. AUD. BY ¼ HR. %			17.6	17.2	17.9	18.6	20.7	21.7	24.4	24.6	18.3	18.0		10.9	9.3	9.4	8.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,820 20.2		9,650 16.5		13,400 22.9		14,270 24.4								
			I Dream of Jeannie		Debbie Reynolds Show		Julia					First Tuesday (9:00-11:00PM)					
AVERAGE AUDIENCE (Households (000) & %)			10,000 17.1		8,950 15.3		11,880 20.3		7,840 13.4	15.3* 22 *		14.3* 22 *			12.8* 21 *		11.0* 19 *
SHARE OF AUDIENCE %			26		23		30		21								
AVG. AUD. BY ¼ HR. %			16.6	17.6	15.3	15.3	20.1	20.6	15.8	14.9	15.1	13.5	13.2	12.4		11.3	10.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	60.6	63.0	66.7	68.7	70.3	70.7	69.5	70.1	70.0	69.4	66.4	63.9	59.5	58.8	57.0	52.7	
WK 2	61.9	63.4	64.9	65.9	66.1	66.5	67.3	68.8	69.4	69.0	66.3	64.7	60.9	59.3	58.1	55.6	

U.S. TV Households: 56,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. · TUE. FEB. 3, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. JAN. 28, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,870 22.0		13,630 23.3		14,040 24.0		16,850 28.8					11,060 18.9			
				Nanny and the Professor		Courtship of Eddie's Father		Room 222		Johnny Cash Show					Engelbert Humperdinck Show			
	AVERAGE AUDIENCE (Households (000) & %)			11,410 19.5		12,810 21.9		13,510 23.1		13,750 23.5	23.8*		23.2*		7,900 13.5	15.2*		11.8*
	SHARE OF AUDIENCE %			29		32		33		34	34 *		34 *		23	25 *		21 *
	AVG. AUD. BY ¼ HR. %			19.0	20.0	21.6	22.3	22.7	23.5	23.9	23.7	23.6	22.7		16.2	14.3	12.5	11.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)			15,740 26.9				13,570 23.2		19,770 33.8					16,730 28.6			
				Hee-Haw				Beverly Hillbillies		Danny Thomas Special "YESTERDAY, TODAY & TOMORROW" (Kimberly-Clark)					Hawaii Five-O			
	AVERAGE AUDIENCE (Households (000) & %)			12,690 21.7				12,640 21.6		16,440 28.1					14,570 24.9			
	SHARE OF AUDIENCE %			32	20.5* 31 *		22.8* 33 *	31		41	27.6* 40 *		28.5* 42 *		43	25.3* 41 *		24.5* 44 *
	AVG. AUD. BY ¼ HR. %			19.5	21.4	22.9	22.8	20.8	22.4	27.0	28.2	28.4	28.6		25.1	25.5	25.1	24.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,150 25.9						9,070 15.5					10,240 17.5			
				The Virginian						Kraft Music Hall (Kraftco)					Then Came Bronson			
	AVERAGE AUDIENCE (Households (000) & %)			11,580 19.8	18.8*		19.7*		20.9*	6,260 10.7	11.2*		10.2*		8,720 14.9	15.2*		14.7*
	SHARE OF AUDIENCE %																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,930 22.1		12,810 21.9		10,000 17.1		15,440 26.4					10,180 17.4			
				Nanny and the Professor		Courtship of Eddie's Father		3 M Special "LOOK TO THE WESTERNESS" (Minn. Mining & Mfg.)		Johnny Cash Show					Engelbert Humperdinck Show			
	AVERAGE AUDIENCE (Households (000) & %)			11,520 19.7		12,050 20.6		9,130 15.6		12,640 21.6	22.4*		20.8*		7,960 13.6	14.3*		12.9*
	SHARE OF AUDIENCE %			29		30		23		32	33 *		31 *		23	23 *		23 *
	AVG. AUD. BY ¼ HR. %			18.9	20.5	20.5	20.8	15.5	15.6	22.4	22.5	21.3	20.3		14.4	14.1	13.3	12.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)			14,330 24.5				16,030 27.4		13,980 23.9					16,850 28.8			
				Hee-Haw				Beverly Hillbillies		Medical Center					Hawaii Five-O			
	AVERAGE AUDIENCE (Households (000) & %)			11,990 20.5				14,740 25.2		11,640 19.9					14,740 25.2			
	SHARE OF AUDIENCE %			30	19.6* 29 *		21.4* 31 *	36		29	19.6* 29 *		20.3* 30 *		43	25.1* 41 *		25.3* 45 *
	AVG. AUD. BY ¼ HR. %			19.3	19.8	21.4	21.4	24.4	26.0	19.5	19.6	20.4	20.2		25.0	25.2	25.7	24.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)			16,560 28.3						13,750 23.5					12,340 21.1			
				The Virginian						Kraft Music Hall (Kraftco)					Then Came Bronson			
	AVERAGE AUDIENCE (Households (000) & %)			13,100 22.4			22.6*		23.1*	11,060 18.9	18.5*		19.3*		9,950 17.0	17.6*		16.3*
	SHARE OF AUDIENCE %			33	21.6* 32 *		33 *		33 *	28	27 *		28 *		29	29 *		29 *
	AVG. AUD. BY ¼ HR. %			21.2	22.1	22.6	22.6	23.5	22.7	18.5	18.4	19.0	19.7		18.1	17.2	16.7	15.9
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	61.3	63.3	65.8	68.0	68.7	69.3	69.2	70.5	69.6	69.3	68.3	67.3		62.1	59.9	57.4	53.6
	WK 2	62.8	64.7	67.0	68.5	69.2	69.2	68.8	69.5	68.4	68.7	68.2	67.8		62.2	59.7	58.0	55.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • WED. FEB. 4, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. JAN. 29, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)				7,960 / 13.6		11,290 / 19.3		14,330 / 24.5		13,460 / 23.0				8,890 / 15.2			
					Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched		This Is Tom Jones				Paris 7000			
	AVERAGE AUDIENCE (Households (000) & %)				6,960 / 11.9		10,180 / 17.4		12,930 / 22.1		10,300 / 17.6	17.7* / 26 *		17.5* / 26 *	6,730 / 11.5 / 19	11.9* / 19 *		11.0* / 20 *
	SHARE OF AUDIENCE %				18		25		32		26							
	AVG. AUD. BY ¼ HR. %				11.5	12.4	16.9	17.9	21.4	22.8	17.5	17.9	18.2	16.9	12.4	11.5	10.8	11.2
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)				16,790 / 28.7		18,140 / 31.0				18,780 / 32.1							
					Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies "THE LAW AND JAKE WADE" (9:00-10:45PM)							Woodstock (10:45-11:00PM) (Sustainer)
	AVERAGE AUDIENCE (Households (000) & %)				15,090 / 25.8		13,460 / 23.0	21.9* / 31 *		24.1* / 34 *	13,630 / 23.3 / 36	22.4* / 33 *		23.6* / 35 *		23.9* / 38 *		
	SHARE OF AUDIENCE %				39		33											
	AVG. AUD. BY ¼ HR. %				24.8	26.8	21.8	22.0	24.3	23.9	22.2	22.5	23.8	23.4	24.0	23.9	23.5	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)				17,960 / 30.7				17,490 / 29.9				12,110 / 20.7		16,380 / 28.0			
					Lowell Thomas in New Guinea (International Paper)				Ironside				Dragnet		Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)				13,980 / 23.9			25.4* / 36 *	13,100 / 22.4 / 32	21.8* / 31 *		23.0* / 33 *	11,350 / 19.4 / 29		12,810 / 21.9 / 37	22.1* / 35 *		21.7* / 39 *
	SHARE OF AUDIENCE %				35													
	AVG. AUD. BY ¼ HR. %																	
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)				8,130 / 13.9		10,760 / 18.4		13,810 / 23.6		13,100 / 22.4				10,880 / 18.6			
					Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched		This Is Tom Jones				Paris 7000			
	AVERAGE AUDIENCE (Households (000) & %)				7,080 / 12.1		9,890 / 16.9		12,520 / 21.4		9,830 / 16.8	16.5* / 24 *		17.1* / 26 *	7,900 / 13.5 / 23	14.3* / 24 *		12.8* / 23 *
	SHARE OF AUDIENCE %				19		25		31		25							
	AVG. AUD. BY ¼ HR. %				12.3	11.9	16.6	17.2	20.6	22.1	16.5	16.5	17.3	16.8	14.6	13.9	12.8	12.8
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)				15,680 / 26.8		16,380 / 28.0				16,610 / 28.4							
					Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies® "THE CHAPMAN REPORT" (9:00-10:50PM)							Tick, Tick, Tick (10:50-11:00PM) (SUS.)
	AVERAGE AUDIENCE (Households (000) & %)				13,920 / 23.8		12,690 / 21.7	21.5* / 32 *		21.9* / 31 *	10,760 / 18.4 / 29	18.7* / 27 *		19.0* / 29 *		18.4* / 30 *		
	SHARE OF AUDIENCE %				37		32											
	AVG. AUD. BY ¼ HR. %				22.7	24.9	20.9	22.1	21.9	21.9	18.7	18.6	19.4	18.6	18.8	17.9	18.0	14.9
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)				16,850 / 28.8				18,430 / 31.5				14,220 / 24.3		17,430 / 29.8			
					Daniel Boone				Ironside				Dragnet		Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)				13,220 / 22.6			23.8* / 35 *	14,680 / 25.1 / 36	23.8* / 34 *		26.3* / 39 *	13,100 / 22.4 / 34		13,160 / 22.5 / 39	22.7* / 37 *		22.2* / 40 *
	SHARE OF AUDIENCE %				34													
	AVG. AUD. BY ¼ HR. %				20.9	21.8	24.0	23.6	23.6	24.1	26.2	26.4	22.2	22.7	22.5	22.9	22.5	21.9
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	59.6	62.0	65.3	68.1	70.1	71.0	69.5	70.2	68.3	69.1	67.5	66.3	63.3	61.8	59.9	52.4
		WK 2	58.2	61.2	63.0	65.6	67.1	68.4	69.3	70.5	68.3	68.0	67.0	66.0	61.7	60.0	57.9	52.3

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • THU. FEB. 5, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. JAN. 30, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				7,960 / 13.6		8,660 / 14.8		8,720 / 14.9		11,760 / 20.1				11,820 / 20.2			
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir		Here Come the Brides				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)				6,960 / 11.9		7,900 / 13.5		7,840 / 13.4		9,070 / 15.5	15.5*		15.5*	9,480 / 16.2	16.1*		16.2*
SHARE OF AUDIENCE %				20		22		22		26	26 *		26 *	30	29 *		31 *
AVG. AUD. BY ¼ HR. %				11.3	12.5	13.3	13.7	13.1	13.7	15.4	15.6	15.2	15.8	16.3	16.0	16.1	16.2
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	4,860 / 8.3		9,890 / 16.9			9,890 / 16.9		12,290 / 21.0		12,580 / 21.5							
	CBS Evening News - Walter Cronkite ☒			Get Smart		Tim Conway Show		Hogan's Heroes		CBS Friday Night Movies "VENETIAN AFFAIR" (9,00-10,50PM)							Looking Glass War (10:50-11:00PM) (SUS.)
AVERAGE AUDIENCE (Households (000) & %)	4,210 / 7.2		8,720 / 14.9			8,720 / 14.9		11,000 / 18.8		7,660 / 13.1	12.8*		12.8*		13.7*		
SHARE OF AUDIENCE %	13		25			24		31		23	22 *		22 *		25 *		
AVG. AUD. BY ¼ HR. %	7.3	7.2	14.9		14.8	14.6	15.2	18.7	18.9	12.8	12.8	13.0	12.7	13.8	13.5	13.4	11.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,210 / 8.9		18,310 / 31.3					16,150 / 27.6						12,230 / 20.9			
	Huntley-Brinkley Report (Allen Products) (Sustainer) ☒					World of the Beaver (Quaker Oats)				Name of the Game					Bracken's World		
AVERAGE AUDIENCE (Households (000) & %)	4,910 / 8.4		14,680 / 25.1		24.9*		25.3* / 41 *	11,520 / 19.7	19.3* / 32 *		19.6* / 33 *		20.2* / 34 *	9,770 / 16.7 / 31	16.8* / 31 *		16.5* / 32 *
SHARE OF AUDIENCE %	16		42		42 *			33									
AVG. AUD. BY ¼ HR. %	8.4		24.3		25.5			18.7									
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,010 / 13.7			9,360 / 16.0		9,070 / 15.5		9,950 / 17.0				12,230 / 20.9			
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir		Here Come the Brides				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)			7,430 / 12.7			8,890 / 15.2		8,070 / 13.8		8,250 / 14.1	13.9*		14.2*	9,770 / 16.7	16.7*		16.7*
SHARE OF AUDIENCE %			23			26		23		23	23 *		23 *	30	29 *		31 *
AVG. AUD. BY ¼ HR. %			12.5		12.8	15.1	15.3	13.7	14.0	14.0	13.8	14.0	14.5	16.2	17.2	16.9	16.4
WEEK 2																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,000 / 17.1			9,710 / 16.6		13,220 / 22.6						9,830 / 16.8			
				Get Smart		Tim Conway Show				CBS Friday Night Movies "CUTTER'S TRAIL" (8,30-10,00PM)				CBS Special—LBJ "THE DECISION TO HALT THE BOMBING" (Conn. Gen. Life Ins.)			
AVERAGE AUDIENCE (Households (000) & %)			8,780 / 15.0			8,830 / 15.1		9,240 / 15.8	15.1*		15.9*		16.2*	7,020 / 12.0	12.9*		11.1*
SHARE OF AUDIENCE %			27			26		26	25 *		26 *		26 *	22	23 *		20 *
AVG. AUD. BY ¼ HR. %			14.5		15.4	14.5	15.7	15.1	15.2	15.7	16.2	16.5	16.0	13.6	12.2	11.5	10.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,850 / 27.1					17,730 / 30.3						14,800 / 25.3			
				High Chaparral						Hallmark Hall of Fame "A STORM IN SUMMER" (8,30-10,30PM) (Hallmark)					Bracken's World		
AVERAGE AUDIENCE (Households (000) & %)			12,930 / 22.1		21.5*		22.7* / 39 *	13,810 / 23.6	22.2* / 37 *		24.5* / 40 *		24.2* / 39 *	11,820 / 20.2	20.4* / 36 *		20.0* / 37 *
SHARE OF AUDIENCE %			39		39 *			39									
AVG. AUD. BY ¼ HR. %			20.9		22.2	23.0	22.3	22.0	22.5	24.3	24.7	24.4	24.0	20.7	20.1	20.3	19.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	55.1	56.8	57.6	59.7		61.4	61.8	60.1	60.1	59.4	59.6	59.9	58.9	55.2	54.4	53.6	50.7
WK 2	52.4	53.6	54.3	56.3		58.5	59.4	59.5	60.0	60.4	61.5	61.8	61.8	57.4	56.3	55.5	53.3

U.S. TV Households: 58,500,000 | For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

(See Def. 1 regarding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 ☒ STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. JAN. 31, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				9,540 / 16.3		10,240 / 17.5		12,640 / 21.6				11,410 / 19.5					
Programming			Andy Williams San Diego Golf Tournament (6:30-7:30PM)(1)	Let's Make a Deal		Newlywed Game		Lawrence Welk Show				Hollywood Palace (Co-sponsor)					
AVERAGE AUDIENCE (Households (000) & %)				8,250		9,240		10,410				8,480					
SHARE OF AUDIENCE %			8.8*	14.1		15.8		17.8	17.0*		18.5*	14.5	14.8*		14.2*		
AVG. AUD. BY ¼ HR. %			17 *	23		25		28	27 *		29 *	24	24 *		24 *		
	8.4	9.1	13.9	14.4	14.9	16.6	17.1	17.0	18.6	18.5	14.6	15.0		14.2	14.2		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				16,150 / 27.6				13,860 / 23.7		12,460 / 21.3		10,000 / 17.1		12,690 / 21.7			
Programming				Jackie Gleason Show				My Three Sons		Green Acres		Petticoat Junction			Mannix		
AVERAGE AUDIENCE (Households (000) & %)				11,930				12,990		11,470		9,070		9,950			
SHARE OF AUDIENCE %				20.4	19.3*		21.4*	22.2		19.6		15.5		17.0	16.3*		17.7*
AVG. AUD. BY ¼ HR. %				33	32 *		34 *	35		31		25		30	28 *		33 *
				19.4	19.3	21.2	21.5	21.7	22.6	19.4	19.7	15.1	16.0	16.3	16.3	17.6	17.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				15,850 / 27.1				12,290 / 21.0		16,030 / 27.4							
Programming				Andy Williams Show				Adam 12				NBC Saturday Night at the Movies "AFTER THE FOX" (9:00-11:00PM)					
AVERAGE AUDIENCE (Households (000) & %)				11,580				11,410		10,180							
SHARE OF AUDIENCE %				19.8	19.6*		20.0*	19.5		17.4	18.1*		19.2*		16.9*		15.3*
AVG. AUD. BY ¼ HR. %				32	33 *		32 *	30		29	28 *		31 *		29 *		29 *
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				12,340 / 21.1		13,160 / 22.5		14,980 / 25.6				13,100 / 22.4					
Programming				Let's Make a Deal		Newlywed Game		Lawrence Welk Show				Hollywood Palace (Faberge)					
AVERAGE AUDIENCE (Households (000) & %)				10,940		12,230		11,580				10,410					
SHARE OF AUDIENCE %				18.7		20.9		19.8	19.4*		20.2*	17.8	17.6*		17.9*		
AVG. AUD. BY ¼ HR. %				31		33		30	30 *		31 *	29	28 *		29 *		
				17.2	20.1	20.4	21.3	19.4	19.4	20.6	19.7	18.0	17.3	18.0	17.7		
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				14,330 / 24.5				15,210 / 26.0		13,750 / 23.5		14,270 / 24.4		15,620 / 26.7			
Programming				Jackie Gleason Show				My Three Sons		Green Acres		Petticoat Junction			Mannix		
AVERAGE AUDIENCE (Households (000) & %)				10,940				14,220		12,520		13,100		13,050			
SHARE OF AUDIENCE %				18.7	18.6*		18.8*	24.3		21.4		22.4		22.3	21.2*		23.5*
AVG. AUD. BY ¼ HR. %				30	31 *		30 *	37		33		35		38	35 *		41 *
				18.7	18.4	18.5	19.1	23.9	24.7	20.4	22.3	22.2	22.6	20.8	21.6	23.9	23.0
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				14,220 / 24.3				11,120 / 19.0		17,960 / 30.7							
Programming		Bob Hope Golf (2)	Huntley-Brinkley Report (7:30-7:30PM) (Sustainer)	Andy Williams Show				Adam 12				NBC Saturday Night at the Movies (B)(R) "THE TRAIN" (9:00-11:45PM)(3)					
AVERAGE AUDIENCE (Households (000) & %)				10,000				10,240		10,710							
SHARE OF AUDIENCE %				17.1	16.6*		17.7*	17.5		18.3	18.4*		17.5*		17.6*		18.3*
AVG. AUD. BY ¼ HR. %				28	28 *		28 *	27		32	28 *		28 *		29 *		32 *
		12.7		16.5	16.8	17.8	17.5	17.2	17.7	19.0	17.9	17.6	17.5	17.7	17.5	18.1	18.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1		52.8	55.7	59.4	60.7	62.3	63.4	63.6	64.5	64.4	64.1	62.7	61.8	59.2	57.8	54.6	51.7
WK 2		53.2	56.1	59.0	61.3	62.3	63.7	65.3	66.2	64.8	64.8	63.4	63.2	61.4	60.9	58.4	56.2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR RATINGS, SEE PAGE 48.

(2) (6:00-7:30PM)(CHRYSLER), FOR RATINGS, SEE PAGE 49.

(3) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

[X] STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION(SEE DF .

EVE. • SAT. FEB. 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SUN. FEB. 1, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)		8,480 / 14.5			14,800 / 25.3				17,490 / 29.9								
		Andy Williams-Golf (5:00-7:15PM) (1)	Land of the Giants (7:15-8:00PM)				The F.B.I. (Ford)						ABC Sunday Night Movies "IN LIKE FLINT" (9:00-11:15PM)(2)				
AVERAGE AUDIENCE (Households (000) & %)		6,030 / 10.3			11,930 / 20.4	18.6*		22.2*	12,340 / 21.1	21.1*		20.9*		21.4*		21.1*	
SHARE OF AUDIENCE %		17			30	28 *		32 *	34	30 *		31 *		36 *		37 *	
AVG. AUD. BY ¼ HR. %	13.2	8.8	10.6	11.6	18.0	19.2	21.8	22.6	21.2	21.0	20.9	20.8	21.2	21.7	21.3	20.9	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	14,220 / 24.3		11,350 / 19.4		16,090 / 27.5				14,330 / 24.5				11,990 / 20.5				
	Lassie		To Rome with Love			Ed Sullivan Show				GlenCampbell Hour				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	11,990 / 20.5		10,590 / 18.1		12,110 / 20.7	19.3*		22.1*	12,050 / 20.6	20.8*		20.4*	10,180 / 17.4	17.8*		17.1*	
SHARE OF AUDIENCE %	36		29		30	29 *		32 *	30	30 *		30 *		30 *		30 *	
AVG. AUD. BY ¼ HR. %	19.3	21.7	17.8	18.4	18.8	19.8	22.4	21.8	20.3	21.3	20.5	20.3	18.1	17.4	17.4	16.7	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	10,410 / 17.8		19,070 / 32.6				14,860 / 25.4		17,320 / 29.6				12,170 / 20.8				
	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "SMOKE" PART I (Gulf Oil Corp.)				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	8,540 / 14.6		15,270 / 26.1	24.9*		27.4*	13,630 / 23.3		14,450 / 24.7	25.2*		24.3*	9,830 / 16.8	17.1*		16.5*	
SHARE OF AUDIENCE %	25		41	41 *		41 *	33		36	36 *		36 *	29	29 *		29 *	
AVG. AUD. BY ¼ HR. %	12.7	16.5	24.1	25.7	22.2	27.5	22.7	23.9	25.3	26.0	25.0	23.5	17.1	17.1	14.9	16.1	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	13,340 / 22.8	18.2	54.1	52.1	15,970 / 27.3	51.2	55.1	53.8	17,780 / 30.4	52.0	52.0	53.2	11.1	11.1	18.8	18.1	
			Undersea World of Jacques Cousteau "RETURN OF THE SEA ELEPHANTS"				The F.B.I. (Ford)						ABC Sunday Night Movies "NIGHT OF THE GRIZZLY" (9:00-11:00PM)®				
AVERAGE AUDIENCE (Households (000) & %)	9,480 / 16.2		16.3*	16.1*	13,160 / 22.5	20.2*		24.9*	13,460 / 23.0	21.9*		23.1*		23.9*		23.1*	
SHARE OF AUDIENCE %	26		27 *	25 *	32	30 *		35 *	35	31 *		33 *		38 *		39 *	
AVG. AUD. BY ¼ HR. %	16.3	16.4	16.2	16.0	19.4	21.1	24.9	24.8	21.4	22.4	22.7	23.4	23.9	23.8	23.5	22.7	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	11,880 / 20.3		11,470 / 19.6		14,860 / 25.4				13,100 / 22.4				11,120 / 19.0				
	Lassie		To Rome with Love			Ed Sullivan Show				Glen Campbell Hour				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	10,240 / 17.5		10,120 / 17.3		11,350 / 19.4	18.1*		20.7*	10,820 / 18.5	18.8*		18.2*	8,780 / 15.0	15.6*		14.4*	
SHARE OF AUDIENCE %	29		27		28	27 *		29 *	26	27 *		26 *	24	24 *		24 *	
AVG. AUD. BY ¼ HR. %	16.6	18.3	16.7	18.0	17.4	18.9	20.8	20.6	18.5	19.1	18.5	17.9	16.0	15.2	14.5	14.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,890 / 15.2		19,190 / 32.8				15,330 / 26.2		17,670 / 30.2				13,570 / 23.2				
	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "SMOKE" PART II (Co-sponsor)				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)	8,130 / 13.9		15,390 / 26.3	24.0*		28.5*	14,220 / 24.3		14,920 / 25.5	25.6*		25.4*	11,760 / 20.1	20.5*		19.6*	
SHARE OF AUDIENCE %	23		39	37 *		42 *	35		36	36 *		36 *	33	32 *		33 *	
AVG. AUD. BY ¼ HR. %	13.2	14.6	22.8	25.2	28.7	28.2	23.9	24.6	25.6	25.6	25.8	25.1	20.6	20.3	20.3	19.0	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	56.5	58.3	60.2	62.6	66.3	68.5	69.3	69.8	70.0	70.1	68.6	66.8	60.4	59.1	57.7	55.6	
WK 2	59.0	61.4	64.0	65.9	67.5	68.9	70.1	70.6	69.7	71.0	70.9	70.4	64.4	63.0	61.0	58.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR RATINGS, SEE PAGE 54. (2) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. · SUN. FEB. 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. FEB. 9, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,410 17.8				14,390 24.6										
			← It Takes a Thief →				← ABC Monday Night Movies® "THE OSCAR" (8:30–10:50PM) →										Jenny (10:50–11:00PM) (SUS.)
AVERAGE AUDIENCE (Households (000) & %)			8,310 14.2	13.9*		14.6*	9,130 15.6	14.0*		15.0*		16.2*		16.6*			
SHARE OF AUDIENCE %			21	21 *		20 *	27	23 *		26 *		28 *		31 *			
AVG. AUD. BY ¼ HR. %			13.7	14.2	14.3	14.8	14.4	13.7	14.7	15.4	16.1	16.3	16.8	16.5	16.4	15.4	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,420 33.2				15,910 27.2		16,670 28.5		14,100 24.1		15,970 27.3				
			← Gunsmoke →				Here's Lucy		Mayberry R.F.D. (General Foods)		Doris Day Show		← Carol Burnett Show® →				
AVERAGE AUDIENCE (Households (000) & %)			16,320 27.9	27.2*		28.7*	14,510 24.8		15,090 25.8		13,160 22.5		13,050 22.3	22.8*		21.7*	
SHARE OF AUDIENCE %			40	41 *		40 *	34		38		34		38	37 *		39 *	
AVG. AUD. BY ¼ HR. %			26.3	28.2	29.1	28.3	24.0	25.6	25.5	26.1	22.3	22.7	23.0	22.6	22.3	21.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,580 19.8		19,540 33.4				16,320 27.9								
			My World and Welcome to It		← Rowan & Martin Laugh-In →				← NBC Monday Night at the Movies® "THE SATAN BUG" (9:00–11:15PM) (1) →								
AVERAGE AUDIENCE (Households (000) & %)			9,950 17.0		15,030 25.7	23.4*		28.0*	10,240 17.5	18.3*		18.4*		17.1*		16.5*	
SHARE OF AUDIENCE %			26		36	33 *		39 *	23								
AVG. AUD. BY ¼ HR. %			18.3	17.4	22.6	24.3											
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,240 17.5				14,740 25.2										
			← It Takes a Thief →				← ABC Monday Night Movies® "DESIRE UNDER THE ELMS" (8:30–10:45PM) →										Molly Maguire (10:45–11:00PM) (Sus.)
AVERAGE AUDIENCE (Households (000) & %)			8,190 14.0	13.9*		14.2*	9,890 16.9	14.6*		16.9*		16.8*		18.4*			
SHARE OF AUDIENCE %			21	21 *		20 *	25	20 *		24 *		24 *		28 *			
AVG. AUD. BY ¼ HR. %			13.2	14.7	14.2	14.1	14.4	14.9	16.5	17.3	17.1	16.6	18.2	18.6	18.2		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,660 33.6				15,500 26.5		11,470 19.6		10,000 17.1		16,260 27.8				
			← Gunsmoke →				Here's Lucy		Mayberry R.F.D. (Philip Morris)		Doris Day Show		← Carol Burnett Show →				
AVERAGE AUDIENCE (Households (000) & %)			16,200 27.7	27.0*		28.5*	14,450 24.7		10,410 17.8		9,300 15.9		12,400 21.2	21.1*		21.3*	
SHARE OF AUDIENCE %			41	41 *		41 *	35		25		23		35	32 *		38 *	
AVG. AUD. BY ¼ HR. %			26.4	27.6	28.6	28.4	24.7	24.8	18.3	17.2	15.6	16.2	20.5	21.8	21.8	20.7	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,520 19.7		21,290 36.4				23,870 40.8				16,850 28.8				
			My World and Welcome to It		← Rowan & Martin Laugh-In →				Chrysler Presents the Bob Hope Show (Chrysler)				← Return of the Smothers Brothers (U.S. Time) →				
AVERAGE AUDIENCE (Households (000) & %)			9,770 16.7		15,800 27.0	23.6*		30.4*	20,880 35.7	35.5*		35.9*	12,230 20.9	22.9*		18.8*	
SHARE OF AUDIENCE %			25		38	34 *		43 *	50	50 *		51 *	34	35 *		33 *	
AVG. AUD. BY ¼ HR. %			16.3	17.2	22.7	24.6	29.9	30.8	34.8	36.2	36.8	35.0	24.5	21.3	19.5	18.2	
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	62.0	63.2	65.5	67.8	70.4	72.5	72.1	71.7	67.5	66.8	65.5	65.3	62.4	60.3	58.3	52.6
	WK 2	61.7	63.4	64.6	66.7	69.3	71.2	71.1	71.4	71.4	71.9	71.1	69.9	65.9	64.1	61.2	52.5

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 77-78

EVE. • MON. FEB. 16, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. FEB. 10, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,260 27.8				17,730 30.3							14,510 24.8			
Programming			Mod Squad						Movie of the Week "THE CHALLENGE"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			13,570 23.2				12,520 21.4							12,110 20.7			
SHARE OF AUDIENCE %			33	21.5* 31 *		24.9* 35 *		20.6* 29 *		20.9* 30 *		22.7* 34 *			21.1* 34 *		20.3* 36 *
AVG. AUD. BY ¼ HR. %			20.7	22.4	24.8	25.1	21.2	20.1	20.5	21.2	23.1	22.3		21.3	20.9	20.5	20.2
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,190 31.1				18,600 31.8				14,160 24.2						
Programming			National Geographic Special "WILD RIVER"				Red Skelton Hour						CBS Playhouse "THE DAY BEFORE SUNDAY"(9:30-11:00PM) (Gen. Tel. & Elec.)				
AVERAGE AUDIENCE (Households (000) & %)			14,330 24.5				14,450 24.7				10,410 17.8						
SHARE OF AUDIENCE %			35	23.6* 35 *		25.4* 35 *		24.0* 34 *		25.5* 36 *		18.5* 28 *			18.0* 29 *		16.8* 30 *
AVG. AUD. BY ¼ HR. %			23.8	23.4	25.2	25.6	23.5	24.4	25.8	25.2	19.0	18.0		18.2	17.9	17.7	15.9
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,120 17.3		9,540 16.3		13,860 23.7		17,260 29.5								
Programming			I Dream of Jeannie		Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies® "BILLIE"(9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,830 15.1		8,540 14.6		12,290 21.0		11,230 19.2								
SHARE OF AUDIENCE %			22		20		29		30	18.3* 26 *		20.1* 30 *			20.6* 33 *		17.9* 32 *
AVG. AUD. BY ¼ HR. %			15.5	15.7	14.3	14.9	21.5	21.5	18.0	18.6	20.0	20.5		19.8	20.1	20.1	18.8
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,920 25.5				17,920 25.5							13,860 23.7			
Programming			Mod Squad						Movie of the Week "THE JOURNEY OF ROBERT F. KENNEDY"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			12,050 20.6				10,240 17.5							11,990 20.5			
SHARE OF AUDIENCE %			30	19.5* 29 *		21.8* 31 *		18.4* 26 *		16.7* 24 *		17.4* 27 *			20.3* 33 *		20.8* 38 *
AVG. AUD. BY ¼ HR. %			19.0	20.0	21.3	22.3	18.8	18.0	16.9	16.5	17.6	17.2		19.7	20.8	20.9	20.7
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,820 20.2				18,020 30.8				11,000 18.8			8,250 14.1			
Programming			Lancer				Red Skelton Hour				Governor and J. J.			60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			9,300 15.9				13,920 23.8				9,590 16.4			6,140 10.5			
SHARE OF AUDIENCE %			23	15.1* 23 *		16.6* 24 *		23.0* 33 *		24.7* 36 *					11.7* 19 *		9.4* 17 *
AVG. AUD. BY ¼ HR. %			14.6	15.6	16.4	16.8	22.4	23.5	25.4	24.0	17.0	15.7		12.6	10.9	9.8	8.9
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,090 27.5				16,090 27.5		19,010 32.5								
Programming			G.E. Monogram Series "THE MAN HUNTERS" (General Electric)				Julia		NBC Tuesday Night at the Movies "MCCLOUD, WHO KILLED MISS U.S.A." (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			12,810 21.9				14,390 24.6		13,570 23.2								
SHARE OF AUDIENCE %			32	21.8* 33 *		22.0* 32 *			37	22.0* 32 *		24.9* 38 *			24.1* 40 *		22.0* 40 *
AVG. AUD. BY ¼ HR. %			21.5	22.0	22.0	21.9	24.2	25.0	21.6	22.3	24.8	25.0		24.2	23.9	23.0	21.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	61.5	63.7	67.3	69.5	71.1	72.1	71.4	71.5	70.6	71.0	67.1	66.0		62.8	61.2	59.4	53.5
WK 2	59.2	62.3	65.2	67.7	69.0	70.5	70.1	70.7	69.0	68.2	66.0	64.8		61.5	60.3	57.4	53.5

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • TUE. FEB. 17, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. FEB. 11, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,120 19.0		12,230 20.9		13,570 23.2		15,030 25.7					9,650 16.5			
			Nanny and the Professor		Courtship of Eddie's Father		Room 222		Johnny Cash Show					Engelbert Humperdinck Show			
AVERAGE AUDIENCE (Households (000) & %)			9,650 16.5 26		10,760 18.4 28		12,520 21.4 31		12,050 20.6 30	20.6* 30 *		20.6* 31 *		7,250 12.4 21	13.0* 21 *		11.9* 21 *
SHARE OF AUDIENCE %			15.8	17.1	17.8	19.0	21.1	21.8	20.4	20.7	20.8	20.4		13.1	12.8	12.6	11.1
AVG. AUD. BY ¼ HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,200 27.7				13,980 23.9		11,290 19.3					16,260 27.8			
			Hee-Haw				Beverly Hillbillies		Medical Center					Hawaii Five-O			
AVERAGE AUDIENCE (Households (000) & %)			12,580 21.5 33	20.6* 32 *		22.4* 33 *	12,690 21.7 31		9,010 15.4 22	15.2* 22 *		15.5* 23 *		13,570 23.2 39	22.9* 38 *		23.5* 41 *
SHARE OF AUDIENCE %			19.6	21.6	22.6	22.1	21.4	22.0	15.3	15.2	15.3	15.7		22.7	23.1	23.7	23.3
AVG. AUD. BY ¼ HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,500 26.5						17,020 29.1					14,450 24.7			
			The Virginian							Ice Capades (American Gas)				Then Came Bronson			
AVERAGE AUDIENCE (Households (000) & %)			11,520 19.7 29	18.6* 29 *		19.2* 29 *		21.3* 31 *	13,750 23.5 36	23.8* 36 *		23.3* 36 *		11,170 19.1 [illegible]	20.1* [illegible]		18.2* [illegible]
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,520 19.7		12,230 20.9		12,110 20.7		17,900 30.6					9,480 16.2			
			Nanny and the Professor		Courtship of Eddie's Father		Room 222		Johnny Cash Show					Engelbert Humperdinck Show			
AVERAGE AUDIENCE (Households (000) & %)			10,240 17.5 27		11,410 19.5 29		11,170 19.1 28		13,750 23.5 36	23.2* 34 *		23.8* 37 *		7,250 12.4 22	12.8* 22 *		12.0* 22 *
SHARE OF AUDIENCE %			16.6	18.4	19.4	19.5	18.9	19.4	22.5	23.9	24.4	23.3		13.3	12.4	12.4	11.7
AVG. AUD. BY ¼ HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,270 24.4				12,750 21.8		15,390 26.3					16,090 27.5			
			Hee-Haw				Beverly Hillbillies			Annie-The Women in the Life of Man (Monsanto)				Hawaii Five-O			
AVERAGE AUDIENCE (Households (000) & %)			11,470 19.6 30	19.3* 30 *		19.8* 29 *	11,760 20.1 29		10,650 18.2 28	19.8* 29 *		16.5* 26 *		13,340 22.8 40	22.5* 38 *		23.1* 42 *
SHARE OF AUDIENCE %			19.0	19.6	19.6	20.1	19.3	20.9	20.9	18.8	17.0	16.1		22.2	22.8	23.5	22.7
AVG. AUD. BY ¼ HR. %																	
WEEK 2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,610 28.4						11,880 20.3					10,880 18.6			
			The Virginian							Kraft Music Hall (Kraftco)				Then Came Bronson			
AVERAGE AUDIENCE (Households (000) & %)			12,400 21.2 32	20.2* 31 *		21.3* 32 *		22.0* 32 *	7,720 13.2 20	13.6* 20 *		12.7* 20 *		8,250 14.1 25	15.1* 26 *		13.1* 24 *
SHARE OF AUDIENCE %			19.9	20.5	21.2	21.4	22.5	21.5	13.8	13.4	13.0	12.4		15.4	14.7	13.5	12.7
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	58.4	60.7	62.5	65.2	66.5	67.3	69.0	70.0	69.8	69.3	67.8	67.2		61.1	59.9	59.3	55.4
WK 2	59.4	61.1	63.3	65.6	67.2	67.3	68.2	68.3	67.3	67.3	65.7	63.2		59.1	57.8	55.8	52.9

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72–75

EVE. • WED. FEB. 18, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. FEB. 12, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,650 16.5		11,170 19.1		13,280 22.7		12,750 21.8					7,720 13.2			
Programs			Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched		This Is Tom Jones					Paris 7000			
AVERAGE AUDIENCE (Households (000) & %)			8,070 13.8		10,240 17.5		12,230 20.9		9,770 16.7	16.0*		17.3*		5,910 10.1	10.8*		9.4*
SHARE OF AUDIENCE %			21		25		30		25	23 *		26 *		17	18 *		17 *
AVG. AUD. BY ¼ HR. %			13.9	13.6	16.9	18.0	20.2	21.5	16.1	16.0	17.5	17.2		11.4	10.1	9.4	9.5
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,440 28.1		17,960 30.7				19,250 32.9								
Programs			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies® "HATARI" PART 1 (9:00-10:50PM)								Funny Girl (10:50-11:00PM) (SUSTAINER)
AVERAGE AUDIENCE (Households (000) & %)			14,860 25.4		13,920 23.8	23.7*		24.0*	14,040 24.0	23.2*		25.1*			24.4*		
SHARE OF AUDIENCE %			39		34	34 *		34 *	38	34 *		38 *			40 *		
AVG. AUD. BY ¼ HR. %			24.5	26.3	23.6	23.8	23.7	24.2	22.9	23.5	25.0	25.3		25.0	23.9	23.2	21.1
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,980 25.6				17,140 29.3				11,820 20.2		16,090 27.5				
Programs			Daniel Boone				Ironside				Dragnet		Dean Martin Show				
AVERAGE AUDIENCE (Households (000) & %)			11,170 19.1	17.5*		20.7*	13,810 23.6	22.3*		24.8*	10,710 18.3		12,400 21.2		21.8*		20.5*
SHARE OF AUDIENCE %			29	27 *		30 *											
AVG. AUD. BY ¼ HR. %																	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,720 13.2		11,470 19.6		13,750 23.5		13,100 22.4				8,600 14.7				
Programs			Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched		This Is Tom Jones					Paris 7000			
AVERAGE AUDIENCE (Households (000) & %)			6,790 11.6		10,180 17.4		12,870 22.0		9,540 16.3	16.5*		16.2*	6,550 11.2		11.8*		10.6*
SHARE OF AUDIENCE %			18		26		32		24	24 *		24 *	19		20 *		19 *
AVG. AUD. BY ¼ HR. %			11.6	11.5	16.3	18.5	21.7	22.2	16.8	16.1	16.5	15.9	12.2		11.4	10.7	10.6
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,500 28.2		17,900 30.6				17,020 29.1								
Programs			Family Affair		Jim Nabor's Hour				CBS Thursday Night Movies® "HUD" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			14,980 25.6		13,750 23.5	23.8*		23.3*	12,400 21.2	20.3*		22.1*			21.6*		20.7*
SHARE OF AUDIENCE %			41		34	36 *		33 *	34	30 *		33 *			36 *		37 *
AVG. AUD. BY ¼ HR. %			24.6	26.6	23.6	23.9	24.0	22.5	20.2	20.5	22.1	22.1		21.7	21.5	21.3	20.1
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,920 23.8				16,790 28.7				13,220 22.6		14,040 24.0				
Programs			Daniel Boone				Ironside				Dragnet		Dean Martin Show				
AVERAGE AUDIENCE (Households (000) & %)			10,470 17.9	16.7*		19.1*	13,920 23.8	21.8*		25.9*	12,580 21.5		11,230 19.2		19.9*		18.5*
SHARE OF AUDIENCE %			28	27 *		29 *	35	31 *		38 *	32		33		33 *		33 *
AVG. AUD. BY ¼ HR. %			16.2	17.2	19.2	19.1	21.1	22.4	25.9	25.8	21.4	21.6	20.4		19.5	19.4	17.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	58.3	61.0	63.5	66.2	68.6	69.7	69.4	70.8	68.9	69.4	67.5	66.0	62.6		60.1	57.7	52.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	57.8	60.0	61.7	63.8	65.7	67.8	69.1	70.1	68.1	67.9	66.5	66.1	61.1		58.8	57.2	53.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72–75

EVE. • THU. FEB. 19, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. FEB. 13, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				7,900 / 13.5		11,120 / 19.0		9,360 / 16.0		10,350 / 17.7				11,230 / 19.2			
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir		Here Come the Brides				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)				6,730 / 11.5		10,060 / 17.2		8,130 / 13.9		8,480 / 14.5	14.4*		14.6*	8,310 / 14.2	13.8*		14.5*
SHARE OF AUDIENCE %				21		30		24		24	24 *		24 *	25	23 *		26 *
AVG. AUD. BY ¼ HR. %				10.9	12.1	16.6	17.8	14.0	13.8	14.5	14.4	14.3	14.9	13.8	13.9	14.0	15.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,350 / 19.4			10,000 / 17.1		13,510 / 23.1		19,070 / 32.6							
				Get Smart		Tim Conway Show		Hogan's Heroes		CBS Friday Night Movies (R) "HATARI" PART II (9:00-10:45PM)							Clown (10:45-11:00PM) (Sus.)
AVERAGE AUDIENCE (Households (000) & %)			9,420 / 16.1			9,010 / 15.4		12,170 / 20.8		14,220 / 24.3	23.9*		24.0*		25.6*		
SHARE OF AUDIENCE %			29			26		35		41	40 *		40 *		43 *		
AVG. AUD. BY ¼ HR. %			15.5		16.7	14.9	16.0	19.9	21.7	23.6	24.3	23.8	24.3	25.7	25.5	23.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,560 / 26.6					13,920 / 23.8						10,120 / 17.3			
				Survival on the Prairie (American Dairy)						Name of the Game					Bracken's World		
AVERAGE AUDIENCE (Households (000) & %)			11,470 / 19.6		20.0*		19.2*	9,480 / 16.2	16.7*		16.5*		15.5*	7,610 / 13.0	12.8*		13.2*
SHARE OF AUDIENCE %			34		36 *		33 *	27	28 *		28		26 *	23	22		24
AVG. AUD. BY ¼ HR. %			20.8		19.8	19.6	19.0	16.8	14.6		16.2	15.8	15.1	12.6	12.4	12.7	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,900 / 13.5			10,760 / 18.4		8,480 / 14.5		9,950 / 17.0				9,540 / 16.3			
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir		Here Come the Brides				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)			7,140 / 12.2			9,480 / 16.2		7,840 / 13.4		7,720 / 13.2	13.2*		13.3*	7,960 / 13.6	13.2*		14.0*
SHARE OF AUDIENCE %			22			28		23		23	23 *		23 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %			11.8		12.6	15.5	16.8	13.2	13.5	13.3	13.0	13.1	13.4	12.7	13.8	14.1	14.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,350 / 17.7			10,000 / 17.1		11,520 / 19.7		14,680 / 25.1							
				Get Smart		Tim Conway Show		Hogan's Heroes		CBS Friday Night Movies "THE CHALLENGERS" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			9,420 / 16.1			9,010 / 15.4		10,710 / 18.3		9,830 / 16.8	15.4*		16.6*		18.1*		17.0*
SHARE OF AUDIENCE %			29			26		31		30	27 *		29 *		32 *		31 *
AVG. AUD. BY ¼ HR. %			15.8		16.4	15.0	15.8	18.0	18.6	15.4	15.4	16.5	16.7	18.0	18.1	17.7	16.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,800 / 25.3					14,740 / 25.2						11,470 / 19.6			
				High Chaparral						Name of the Game					Bracken's World		
AVERAGE AUDIENCE (Households (000) & %)			11,700 / 20.0		20.2*		19.9*	10,710 / 18.3	19.3*		18.3*		17.4*	8,720 / 14.9	15.0*		14.8*
SHARE OF AUDIENCE %			35		36 *		34 *	32	33 *		32 *		30 *	27	27 *		27 *
AVG. AUD. BY ¼ HR. %			20.2		20.1	20.3	19.6	19.6	18.9	18.4	18.2	17.6	17.2	15.4	14.5	14.8	14.8
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	52.8	54.6	55.3	55.9	57.8	58.6	58.8	58.8	59.9	59.7	59.6	60.2		59.2	58.8	57.7	54.2
WK 2	54.7	55.1	55.2	56.2	57.8	58.9	58.2	58.5	56.5	57.3	57.2	57.2		56.0	55.8	55.3	53.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • FRI. FEB. 20, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. FEB. 14, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,930 / 20.4		11,820 / 20.2		12,750 / 21.8				11,000 / 18.8						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show				→ ← Jimmy Durante Presents the Lennon Sisters Hour						
AVERAGE AUDIENCE (Households (000) & %)			10,350 / 17.7		10,820 / 18.5		10,000 / 17.1	16.4*		17.8*	8,070 / 13.8	14.3*			13.3*		
SHARE OF AUDIENCE %			29		29		27	26 *		28 *	22	23 *			22 *		
AVG. AUD. BY ¼ HR. %			16.2	19.2	18.2	18.8	16.7	16.2	18.1	17.5	14.7	13.9		13.5	13.1		
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,860 / 23.7				13,160 / 22.5		9,240 / 15.8		10,590 / 18.1		11,990 / 20.5				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			10,120 / 17.3				12,170 / 20.8		8,660 / 14.8		9,650 / 16.5		9,770 / 16.7	15.9*		17.5*	
SHARE OF AUDIENCE %			28	16.8* / 28 *		17.8* / 28 *	33		23		26		28	26 *		30 *	
AVG. AUD. BY ¼ HR. %			16.8	16.9	17.9	17.8	20.5	21.0	14.7	14.8	15.9	17.1	15.7	16.1	17.5	17.5	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,150 / 27.6				13,220 / 22.6		21,290 / 36.4								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies "ANGEL IN MY POCKET" (9:00-11:15PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			12,170 / 20.8				12,400 / 21.2		15,270 / 26.1								
SHARE OF AUDIENCE %			34	20.0* / 33 *		21.6* / 34 *	34		43	24.1* / 38 *		25.8* / 41 *			26.9* / 44 *		27.4* / 46 *
AVG. AUD. BY ¼ HR. %			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,530 / 18.0		11,350 / 19.4		13,100 / 22.4				10,650 / 18.2						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show				→ ← Jimmy Durante Presents the Lennon Sisters Hour						
AVERAGE AUDIENCE (Households (000) & %)			9,360 / 16.0		10,350 / 17.7		10,120 / 17.3	17.6*		16.9*	7,550 / 12.9	12.9*			12.9*		
SHARE OF AUDIENCE %			27		29		27	27 *		26 *	21	21 *			22 *		
AVG. AUD. BY ¼ HR. %			15.1	16.9	16.9	18.6	17.6	17.6	16.9	16.9	13.0	12.8		13.4	12.5		
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,030 / 27.4				15,210 / 26.0		16,790 / 28.7				14,510 / 24.8				
			← Jackie Gleason Show →				My Three Sons		← Andy Griffith Special (R) "UPTOWN-DOWNTOWN SHOW"				← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			12,050 / 20.6				14,160 / 24.2		12,580 / 21.5				12,110 / 20.7	20.0*		21.3*	
SHARE OF AUDIENCE %			34	20.3* / 34 *		21.0* / 34 *	38		34	21.4* / 33 *		21.7* / 35 *	36	34 *		39 *	
AVG. AUD. BY ¼ HR. %			19.9	20.7	21.3	20.6	23.8	24.6	21.8	21.0	22.2	21.2	20.1	20.0	21.3	21.4	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,750 / 23.5				17,080 / 29.2										
			← Andy Williams Show →				← NBC Saturday Night at the Movies "SAMSON AND DELILAH" (8:30-11:00PM)										
AVERAGE AUDIENCE (Households (000) & %)			10,120 / 17.3				11,170 / 19.1	16.0*		18.9*		19.5*			20.0*		21.3*
SHARE OF AUDIENCE %			29	17.2* / 29 *		17.4* / 28 *	31	25 *		30 *		32 *			34 *		39 *
AVG. AUD. BY ¼ HR. %			17.0	17.3	17.5	17.4	15.9	16.2	18.7	19.1	19.5	19.5		19.7	20.2	21.5	21.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	54.2	56.4	59.4	61.9	62.3	63.3	62.7	62.9	62.9	63.0	63.0	62.8		61.8	60.8	59.7	58.8
WK 2	52.0	55.2	58.6	60.7	61.3	62.2	64.1	64.6	64.4	63.5	62.7	61.1		59.2	58.2	55.9	54.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SAT. FEB. 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. FEB. 15, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,830 / 16.8				16,380 / 28.0				15,500 / 26.5								
	Land of the Giants						The F.B.I. (Ford)						ABC Sunday Night Movies "DEAD HEAT ON A MERRY-GO-ROUND" (9:00-11:15PM) (1)				
AVERAGE AUDIENCE (Households (000) & %)	6,610 / 11.3	10.5*		12.1*	13,400 / 22.9	22.0*		23.9*	9,420 / 16.1	18.2*		16.8*		15.7*		15.0*
SHARE OF AUDIENCE %	18	17 *		18 *	33	32 *		34 *	27	26 *		24 *		27 *		28 *
AVG. AUD. BY ¼ HR. %	10.6	10.3	11.5	12.6	21.6	22.3	23.9	23.9	18.8	17.6	17.1	16.6	16.4	15.1	15.0	15.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	12,990 / 22.2		20,070 / 34.3		18,490 / 31.6				14,510 / 24.8				13,160 / 22.5				
	Lassie		He's Your Dog-Charlie Brown (7:30-8:00PM) (R)				Ed Sullivan Show			GlenCampbell Hour (Co-sponsor)				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	11,880 / 20.3		17,960 / 30.7		14,390 / 24.6	24.4*		24.8*	12,050 / 20.6	20.8*		20.5*	10,530 / 18.0	18.6*		17.4*
SHARE OF AUDIENCE %	33		47		35	35 *		35 *	30	30 *		30 *	32	32 *		32 *
AVG. AUD. BY ¼ HR. %	19.0	21.5	30.6	30.9	24.2	24.5	25.5	24.0	20.8	20.9	20.5	20.5	18.8	18.3	17.9	17.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,150 / 27.6				13,860 / 23.7		18,430 / 31.5				13,750 / 23.5				
	Uncle Sam MaGoo (6:30-7:30PM) (2) (General Foods)		Wonderful World of Disney® "BIG RED" PART I (Gulf Oil Corp.)				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
AVERAGE AUDIENCE (Households (000) & %)		21.2*	11,930 / 20.4	17.9*		22.8*	12,690 / 21.7		15,910 / 27.2	26.6*		27.9*	11,760 / 20.1	20.3*		19.8*
SHARE OF AUDIENCE %		35 *	30	27 *		33 *	31		39	38 *		41 *	36	35 *		36 *
AVG. AUD. BY ¼ HR. %	[illegible]	20.9	[illegible]	[illegible]	[illegible]	22.8	[illegible]	[illegible]	[illegible]	27.7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,540 / 16.3	[illegible]	[illegible]	[illegible]	12,290 / 21.0	[illegible]	[illegible]	[illegible]	12,690 / 21.7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
	Land of the Giants						The F.B.I. (Ford)						ABC Sunday Night Movies "THE FAMILY JEWELS" (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)	6,550 / 11.2	10.8*		11.6*	9,300 / 15.9	14.8*		16.9*	8,420 / 14.4	15.1*		15.2*		14.5*		12.9*
SHARE OF AUDIENCE %	18	19 *		18 *	24	22 *		25 *	23	23 *		23 *		24 *		22 *
AVG. AUD. BY ¼ HR. %	11.2	10.3	11.0	12.2	14.5	15.2	16.9	16.9	15.0	15.1	15.5	15.0	14.7	14.3	13.2	12.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	27,850 / 47.6								16,030 / 27.4				12,340 / 21.1				
				Born Free (7:00-9:00PM)						Glen Campbell Hour (Chevrolet)				Mission: Impossible			
AVERAGE AUDIENCE (Households (000) & %)	20,010 / 34.2	30.9*		34.5*		35.3*		36.1*	13,510 / 23.1	23.5*		22.7*	10,060 / 17.2	17.6*		16.8*
SHARE OF AUDIENCE %	53	53 *		54 *		53 *		53 *	35	36 *		35 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %	29.4	32.3	34.6	34.4	35.2	35.4	36.6	35.6	23.8	23.2	23.0	22.3	18.1	17.2	17.1	16.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,960 / 13.6		10,940 / 18.7				8,720 / 14.9		15,970 / 27.3				18,370 / 31.4				
	Wild Kingdom (Mutual of Omaha)		Wonderful World of Disney® "BIG RED" PART II (Co-sponsor)				Pogo's Birthday Special (R) (P & G)			Bonanza				Many Moods of Perry Como (Sears Roebuck & Co.)			
AVERAGE AUDIENCE (Households (000) & %)	6,550 / 11.2		8,420 / 14.4	14.0*		14.9*	7,610 / 13.0		13,810 / 23.6	23.0*		24.3*	15,740 / 26.9	27.0*		26.9*
SHARE OF AUDIENCE %	19		22	22 *		22 *	19		36	35 *		37 *	45	44 *		46 *
AVG. AUD. BY ¼ HR. %	10.8	11.6	13.1	14.9	15.1	14.7	12.4	13.6	22.2	23.7	24.3	24.3	26.5	27.5	28.0	25.8	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	60.6	62.1	64.7	66.4	69.0	69.8	70.2	70.3	69.0	69.4	69.9	67.6	59.4	56.8	55.6	53.0	
WK 2	56.4	59.4	62.5	64.5	66.7	67.7	67.5	67.7	65.1	65.7	65.9	64.8	61.6	61.0	59.9	56.9	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

(2) FOR RATINGS, SEE PAGE 54.

EVE. • SUN. FEB. 22, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. FEB. 23, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,050 / 20.6				12,870 / 22.0										
			It Takes a Thief						ABC Monday Night Movies® "TEACHER'S PET" (8:30-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			9,070				7,660										
SHARE OF AUDIENCE %			15.5	15.7*		15.2*	13.1	12.3*		13.5*		13.9*		13.5*			12.2*
AVG. AUD. BY ¼ HR. %			23	24 *		22 *	20	17 *		20 *		21 *		22 *			22 *
			15.8	15.7	15.1	15.4	12.6	12.0	13.1	13.8	14.1	13.6	13.5	13.4	12.9	11.5	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,250 / 31.2				14,390 / 24.6		14,860 / 25.4		14,800 / 25.3		14,920 / 25.5				
			Gunsmoke				Here's Lucy		Mayberry R.F.D. (General Foods)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			15,560				13,510		13,510		13,630		12,400				
SHARE OF AUDIENCE %			26.6	25.8*		27.3*	23.1		23.1		23.3		21.2	22.3*			20.1*
AVG. AUD. BY ¼ HR. %			39	40 *		39 *	33		34		35		36	36 *			35 *
			25.0	26.7	27.5	27.1	23.0	23.1	22.6	23.7	22.3	24.3	22.9	21.8	20.8	19.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,650 / 16.5		20,300 / 34.7				18,310 / 31.3								
			My World and Welcome to It		Rowan & Martin Laugh-In					NBC Monday Night at the Movies "RITUAL OF EVIL" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			8,540		15,500				11,930								
SHARE OF AUDIENCE %			14.6		26.5	23.2*		29.7*	20.4	21.8*		21.1*		19.4*			19.2*
AVG. AUD. BY ¼ HR. %			22		38	33 *		42 *	32	32 *		32 *		31 *			34 *
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,290 / 19.3				15,270 / 26.1										
			It Takes a Thief						ABC Monday Night Movies Ⓑ "THE HEROES OF TELEMARK" (8:30-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,250				9,130										
SHARE OF AUDIENCE %			14.1	13.8*		14.4*	15.6	15.3*		16.6*		15.9*		15.7*			14.5*
AVG. AUD. BY ¼ HR. %			21	21 *		21 *	24	22 *		25 *		24 *		25 *			26 *
			13.5	14.1	14.2	14.7	15.2	15.5	16.6	16.7	15.9	16.0	15.9	15.6	15.0	14.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,370 / 31.4				16,200 / 27.7		17,780 / 30.4		17,430 / 29.8		16,670 / 28.5				
			Gunsmoke				Here's Lucy		Mayberry R.F.D. (Philip Morris)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			15,390				14,920		16,320		16,380		13,920				
SHARE OF AUDIENCE %			26.3	25.6*		26.9*	25.5		27.9		28.0		23.8	25.1*			22.6*
AVG. AUD. BY ¼ HR. %			39	39 *		39 *	37		41		43		40	41 *			40 *
			24.6	26.7	27.1	26.7	24.8	26.3	27.1	28.7	27.8	28.3	25.4	24.7	23.7	21.5	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,650 / 18.2		18,250 / 31.2				14,450 / 24.7								
			My World and Welcome to It		Rowan & Martin Laugh-In					NBC Monday Night at the Movies® "AMBUSH BAY" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			9,240		14,100				9,710								
SHARE OF AUDIENCE %			15.8		24.1	22.9*		25.2*	16.6	16.9*		16.5*		17.2*			15.7*
AVG. AUD. BY ¼ HR. %			24		35	33 *		37 *	26	25 *		25 *		28 *			28 *
			15.5	16.1	21.9	23.9	25.7	24.8	17.5	16.3	16.7	16.4	17.5	16.9	16.4	15.1	
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	57.8	61.0	64.0	66.5	68.9	70.7	70.6	70.3	68.0	67.6	66.3	66.0	62.8	60.7	58.7	54.8
	WK 2	59.8	61.0	64.0	66.4	68.5	69.7	69.0	69.0	67.4	67.7	65.8	65.6	62.7	61.1	58.4	54.3

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • MON. MAR. 2, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. FEB. 24, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,850 / 28.8				17,320 / 29.6						17,550 / 30.0				
			Mod Squad						Movie of the Week "QUARANTINE"				Marcus Welby, M.D.				
AVERAGE AUDIENCE (Households (000) & %)			13,460 / 23.0				13,050 / 22.3						15,210 / 26.0				
SHARE OF AUDIENCE %			34	21.7* / 32 *		24.3* / 35 *	33	21.0* / 30 *		22.2* / 32 *		23.7* / 37 *	48	25.5* / 45 *		26.5* / 51 *	
AVG. AUD. BY ¼ HR. %			21.1	22.2	24.2	24.5	20.9	21.0	21.9	22.5	24.4	23.1	24.9	26.2	26.8	26.2	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,850 / 28.8				18,430 / 31.5				11,290 / 19.3		5,270 / 9.0				
			Movin' (Gen. Motors-Chevrolet)						Red Skelton Hour		Governor and J. J.		Who, What, When, Where, Why "ENVIRONMENT CRUSADE" (Conn. Gen. Life Ins.)				
AVERAGE AUDIENCE (Households (000) & %)			13,280 / 22.7				14,920 / 25.5				10,350 / 17.7		4,500 / 7.7				
SHARE OF AUDIENCE %			33	22.2* / 33 *		23.2* / 34 *	37	25.5* / 36 *		25.5* / 37 *	28		14				
AVG. AUD. BY ¼ HR. %			22.0	22.3	23.6	22.8	25.3	25.7	26.3	24.6	18.4	17.0	8.2	7.1			
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,360 / 16.0		8,830 / 15.1		12,400 / 21.2		16,030 / 27.4								
			I Dream of Jeannie		Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies "WHAT'S SO BAD ABOUT FEELING GOOD?" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			7,720 / 13.2		8,010 / 13.7		11,060 / 18.9		9,480 / 16.2	16.3* / 23 *		16.2* / 25 *		17.0* / 30 *		15.4* / 30 *	
SHARE OF AUDIENCE %			20		20		27		27								
AVG. AUD. BY ¼ HR. %			12.5	13.9	13.2	14.2	18.5	19.4	16.3	16.3	16.4	15.7	17.2	16.8	10.8	14.3	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,910 / 28.9				17,900 / 30.6						19,130 / 32.7				
			Mod Squad						Movie of the Week "MISTER JERICO"				Marcus Welby, M.D.				
AVERAGE AUDIENCE (Households (000) & %)			14,160 / 24.2				12,580 / 21.5						16,790 / 28.7				
SHARE OF AUDIENCE %			37	22.8* / 35 *		25.6* / 38 *	33	20.1* / 30 *		21.1* / 32 *		23.4* / 37 *	52	28.4* / 49 *		29.0* / 55 *	
AVG. AUD. BY ¼ HR. %			22.0	23.7	25.7	25.5	20.2	20.0	20.6	21.6	23.4	23.4	27.8	29.1	29.3	28.6	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,460 / 23.0				19,250 / 32.9				12,460 / 21.3		10,180 / 17.4				
			Lancer						Red Skelton Hour		Governor and J. J.		60 Minutes "VARIOUS SUBJECTS"				
AVERAGE AUDIENCE (Households (000) & %)			10,470 / 17.9				14,630 / 25.0				11,470 / 19.6		6,610 / 11.3				
SHARE OF AUDIENCE %			27	17.0* / 26 *		18.7* / 28 *	37	23.8* / 35 *		26.3* / 40 *	31		20	12.3* / 21 *		10.3* / 20 *	
AVG. AUD. BY ¼ HR. %			16.8	17.2	18.3	19.2	23.5	24.2	26.8	25.8	20.0	19.3	12.8	11.7	10.9	9.6	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,120 / 17.3		9,480 / 16.2		11,760 / 20.1		12,050 / 20.6								
			I Dream of Jeannie		Debbie Reynolds Show		Julia		First Tuesday (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,830 / 15.1		8,480 / 14.5		10,760 / 18.4		6,030 / 10.3	11.7* / 18 *		11.7* / 19 *		10.2* / 18 *		7.6* / 15 *	
SHARE OF AUDIENCE %			23		21		27		17								
AVG. AUD. BY ¼ HR. %			14.8	15.4	14.3	14.8	18.3	18.5	12.4	10.9	11.8	11.6	10.8	9.6	8.4	6.9	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	60.6	62.7	66.1	68.0	68.3	69.1	69.8	70.6	69.7	69.0	65.3	62.4	57.9	55.6	53.4	50.0	
WK 2	57.4	60.5	63.8	65.7	67.3	68.2	68.1	67.8	66.5	66.2	63.7	62.3	58.8	57.2	54.3	50.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • TUE. MAR. 3, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. FEB. 25, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,690 / 21.7		13,220 / 22.6		14,040 / 24.0		16,850 / 28.8				8,780 / 15.0				
			Nanny and the Professor		Courtship of Eddie's Father		Room 222		Johnny Cash Show				Engelbert Humperdinck Show				
AVERAGE AUDIENCE (Households (000) & %)			11,060 / 18.9		12,520 / 21.4		12,990 / 22.2		13,340 / 22.8	23.3*		22.4*	6,490 / 11.1	11.9*		10.2*	
SHARE OF AUDIENCE %			29		32		33		35	36 *		35 *	20	21 *		19 *	
AVG. AUD. BY ¼ HR. %			17.9	19.9	21.2	21.6	21.8	22.6	23.9	22.7	22.9	21.9	12.4	11.4	10.7	9.8	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,980 / 25.6				13,750 / 23.5		13,810 / 23.6				15,740 / 26.9				
			Hee-Haw				Beverly Hillbillies		Medical Center				Hawaii Five-O				
AVERAGE AUDIENCE (Households (000) & %)			12,460 / 21.3				12,810 / 21.9		11,230 / 19.2				13,400 / 22.9				
SHARE OF AUDIENCE %			32	21.0* / 32 *		21.6* / 32 *	33	28 *	30	19.1* / 29 *		19.3* / 30 *	41	22.9* / 40 *		23.0* / 43 *	
AVG. AUD. BY ¼ HR. %			20.8	21.1	22.0	21.2	21.3	22.5	19.0	19.2	19.7	18.8	22.5	23.3	23.2	22.8	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,150 / 25.9						11,000 / 18.8				11,820 / 20.2				
			The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
AVERAGE AUDIENCE (Households (000) & %)			11,290 / 19.3						8,600 / 14.7				8,780 / 15.0				
SHARE OF AUDIENCE %			29	19.4* / 29 *		19.6* / 29 *		19.0* / 28 *	23	14.9* / 23 *		14.5* / 23 *	27	15.4* / 27 *		14.7* / 27 *	
AVG. AUD. BY ¼ HR. %			19.5	19.3	19.5	19.7	19.7	18.3	14.6	15.2	14.4	14.6	15.5	15.3	15.2	14.2	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,930 / 22.1		14,390 / 24.6		13,570 / 23.2		16,150 / 27.6				9,770 / 16.7				
			Nanny and the Professor		Courtship of Eddie's Father		Room 222		Johnny Cash Show				Engelbert Humperdinck Show				
AVERAGE AUDIENCE (Households (000) & %)			11,170 / 19.1		13,160 / 22.5		12,750 / 21.8		13,160 / 22.5	22.7*		22.2*	7,020 / 12.0	13.5*		10.6*	
SHARE OF AUDIENCE %			30		33		32		34	34 *		34 *	21	23 *		20 *	
AVG. AUD. BY ¼ HR. %			18.2	20.1	22.2	22.7	21.2	22.4	22.5	22.9	22.5	22.0	14.3	12.6	11.1	10.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,320 / 27.9				14,100 / 24.1		12,290 / 21.0				15,090 / 25.8				
			Hee-Haw				Beverly Hillbillies		Medical Center				Hawaii Five-O				
AVERAGE AUDIENCE (Households (000) & %)			12,690 / 21.7				12,930 / 22.1		10,350 / 17.7				13,050 / 22.3				
SHARE OF AUDIENCE %			33	21.2* / 33 *		22.3* / 33 *	33	30 *	27	17.4* / 26 *		17.9* / 28 *	39	22.2* / 38 *		22.4* / 42 *	
AVG. AUD. BY ¼ HR. %			20.6	21.7	22.1	22.4	21.8	22.5	17.4	17.4	17.9	17.9	21.9	22.4	22.7	22.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,680 / 25.1						12,750 / 21.8				11,230 / 19.2				
			The Virginian						Kraft Music Hall (Kraftco)				Then Came Bronson				
AVERAGE AUDIENCE (Households (000) & %)			11,000 / 18.8						9,590 / 16.4				9,420 / 16.1				
SHARE OF AUDIENCE %			28	17.1* / 26 *		18.9* / 28 *		20.3* / 30 *	25	17.0* / 26 *		15.8* / 24 *	28	16.5* / 28 *		15.7* / 29 *	
AVG. AUD. BY ¼ HR. %			16.9	17.3	18.6	19.2	20.5	20.1	17.3	16.7	15.9	15.7	16.5	16.6	16.1	15.2	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	60.0	61.9	65.4	67.1	67.6	67.4	67.0	67.7	65.5	64.9	64.5	62.4	57.6	56.3	55.1	51.9	
WK 2	58.9	61.8	64.0	65.3	66.8	67.8	67.1	68.2	66.6	66.3	65.4	64.5	59.7	58.3	55.3	52.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46–49

EVE. • WED. MAR. 4, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. FEB. 26, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,600 / 14.7		11,580 / 19.8		13,220 / 22.6		12,050 / 20.6				7,610 / 13.0				
			Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched		This Is Tom Jones					Paris 7000			
AVERAGE AUDIENCE (Households (000) & %)			7,430 / 12.7		10,470 / 17.9		12,340 / 21.1		8,830 / 15.1	14.8*		15.3*	5,380 / 9.2	9.6*		8.8*	
SHARE OF AUDIENCE %			21		27		32		24	23 *		24 *	16	16 *		16 *	
AVG. AUD. BY ¼ HR. %			12.2	13.1	17.4	18.4	20.4	21.8	14.6	15.0	15.5	15.2	10.0	9.1	8.8	8.8	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,380 / 28.0		17,780 / 30.4				18,080 / 30.9								
			Family Affair			Don Adams Special "HOORAY FOR HOLLYWOOD" (Anheuser-Busch)				CBS Thursday Night Movies "PEYTON PLACE" PART 1 (9:00-10:45PM)							Loving (10:45-11:00PM) (SUSTAINER)
AVERAGE AUDIENCE (Households (000) & %)			14,680 / 25.1		13,280 / 22.7	22.7*		22.7*	13,220 / 22.6	22.2*		22.4*		23.0*			
SHARE OF AUDIENCE %			41		34	34 *		34 *	37	34 *		36 *		39 *			
AVG. AUD. BY ¼ HR. %			23.9	26.2	22.5	22.9	23.4	22.0	22.1	22.3	22.6	22.2	23.0	23.0	22.7		
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,390 / 24.6				16,560 / 28.3				12,230 / 20.9		15,970 / 27.3				
			Daniel Boone				Ironside				Dragnet			Dean Martin Show			
AVERAGE AUDIENCE (Households (000) & %)			10,940 / 18.7	16.8*		20.7*	13,160 / 22.5	20.9*		24.2*	11,700 / 20.0		12,520 / 21.4	21.6*		21.1*	
SHARE OF AUDIENCE %			29	27 *		31 *	34	31 *		37 *	32		38	37 *		39 *	
AVG. AUD. BY ¼ HR. %			16.3	17.2	20.8	20.6	20.5	21.3	24.9	23.5	19.7	20.3	21.5	21.8	21.2	20.9	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,540 / 14.6		11,000 / 18.8		12,810 / 21.9		12,290 / 21.0				8,010 / 13.7				
			Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched		This Is Tom Jones					Paris 7000			
AVERAGE AUDIENCE (Households (000) & %)			7,310 / 12.5		10,000 / 17.1		11,580 / 19.8		9,420 / 16.1	15.8*		16.4*	6,260 / 10.7	10.5*		10.8*	
SHARE OF AUDIENCE %			20		26		29		24	23 *		25 *	18	17 *		18 *	
AVG. AUD. BY ¼ HR. %			12.4	12.6	16.8	17.4	19.5	20.2	15.3	16.3	16.7	16.2	10.7	10.3	10.8	10.8	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,680 / 26.8		17,020 / 29.1				21,820 / 37.3								
			Family Affair		Jim Nabor's Hour					CBS Thursday Night Movies "THE AFRICAN QUEEN" (9:00-11:10PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)			13,920 / 23.8		12,640 / 21.6	20.7*		22.5*	15,740 / 26.9	25.7*		26.9*		27.8*		27.5*	
SHARE OF AUDIENCE %			38		32	32 *		33 *	43	38 *		41 *		45 *		47 *	
AVG. AUD. BY ¼ HR. %			22.8	24.8	20.2	21.1	22.4	22.6	25.6	25.8	27.2	26.6	28.0	27.6	27.6	27.4	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,510 / 24.8				15,800 / 27.0				10,880 / 18.6		12,810 / 21.9				
			Daniel Boone				Ironside				Dragnet			Dean Martin Show			
AVERAGE AUDIENCE (Households (000) & %)			11,120 / 19.0	17.2*		20.8*	12,750 / 21.8	21.7*		22.0*	10,180 / 17.4		10,350 / 17.7	18.7*		16.7*	
SHARE OF AUDIENCE %			30	28 *		32 *	32	32 *		32 *	26		30	30 *		28 *	
AVG. AUD. BY ¼ HR. %			16.3	18.0	20.7	20.8	21.6	21.8	22.5	21.5	17.4	17.4	18.5	19.0	17.7	15.7	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	57.2	59.0	60.4	63.1	65.6	66.8	66.7	66.4	65.5	65.0	62.7	62.5	59.9	58.3	56.6	51.6	
WK 2	56.8	59.0	60.8	63.6	65.5	65.4	67.8	68.5	67.5	67.9	67.0	65.6	61.8	61.2	59.8	57.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • THU. MAR. 5, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. FEB. 27, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			8,480 / 14.5		11,230 / 19.2		9,590 / 16.4		8,540 / 14.6				10,120 / 17.3				
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir		← Here Come the Brides →					← Love, American Style →			
	AVERAGE AUDIENCE (Households (000) & %)			7,550 / 12.9		10,350 / 17.7		8,420 / 14.4		7,020 / 12.0	11.5*		12.4*	7,660 / 13.1	12.9*		13.3*	
	SHARE OF AUDIENCE %			23		30		24		20	20 *		21 *	24	22 *		25 *	
	AVG. AUD. BY ¼ HR. %			12.2	13.5	17.0	18.4	15.0	13.9	11.4	11.7	12.4	12.5	12.5	13.3	12.9	13.6	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			10,820 / 18.5		8,720 / 14.9		13,050 / 22.3		18,540 / 31.7								
				Get Smart		Tim Conway Show		Hogan's Heroes		← CBS Friday Night Movies → "PEYTON PLACE" PART II (9:00-10:45PM)							The Dot & The Line® (10:45-11:00PM) (SUSTAINER)	
	AVERAGE AUDIENCE (Households (000) & %)			9,540 / 16.3		8,010 / 13.7		11,410 / 19.5		13,980 / 23.9	22.1*		23.6*		24.9*			
	SHARE OF AUDIENCE %			29		23		33		41	38 *		40 *		43 *			
	AVG. AUD. BY ¼ HR. %			16.2	16.4	13.6	13.8	18.5	20.4	21.7	22.6	23.5	23.6	24.6	25.2	25.8		
WEEK 2	**NBC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			15,330 / 26.2				15,390 / 26.3						10,530 / 18.0				
				← High Chaparral →				← Name of the Game →						← Bracken's World →				
	AVERAGE AUDIENCE (Households (000) & %)			12,400 / 21.2	20.5*		21.8*	10,650 / 18.2	17.8*		18.7*		18.1*	7,200 / 12.3	12.7*		12.0*	
	SHARE OF AUDIENCE %			37	36 *		37 *	31	30 *		32 *		31 *	22	22 *		22 *	
	AVG. AUD. BY ¼ HR. %			20.1	21.0	21.9	21.8	18.0	17.6	18.6	18.9	18.4	17.8	13.9	12.0	11.2	12.0	
	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			8,480 / 14.5		11,580 / 19.8		9,260 / 15.8		10,240 / 17.5				10,650 / 18.2				
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir		← Here Come the Brides →					← Love, American Style →			
	AVERAGE AUDIENCE (Households (000) & %)			7,610 / 13.0		10,410 / 17.8		8,480 / 14.5		8,130 / 13.9	14.2*		13.5*	8,540 / 14.6	14.5*		14.6*	
	SHARE OF AUDIENCE %			23		30		24		23	24 *		23 *	26	25 *		26 *	
	AVG. AUD. BY ¼ HR. %			12.4	13.6	17.1	18.5	14.4	14.5	14.4	14.0	13.6	13.4	14.0	14.9	14.7	14.5	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,700 / 20.0				11,930 / 20.4		14,570 / 24.9								
				← Trail of The Feathered Serpent →				Hogan's Heroes		← CBS Friday Night Movies® "THE SANDPIPER" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			8,250 / 14.1	14.1*		14.1*	10,710 / 18.3		10,000 / 17.1	17.1*		17.3*		17.2*		16.8*	
	SHARE OF AUDIENCE %			24	25 *		24 *	31		29	29 *		29 *		30 *		30 *	
	AVG. AUD. BY ¼ HR. %			14.4	13.8	13.9	14.3	17.7	18.8	17.0	17.2	17.1	17.6	17.3	17.1	17.2	16.3	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			14,100 / 24.1				14,450 / 24.7						10,000 / 17.1				
				← High Chaparral →				← Name of the Game →						← Bracken's World →				
	AVERAGE AUDIENCE (Households (000) & %)			11,120 / 19.0	18.5*		19.5*	10,530 / 18.0	17.7*		18.5*		17.9*	7,780 / 13.3	13.6*		13.0*	
	SHARE OF AUDIENCE %			33	33 *		33 *	30	30 *		31 *		30 *	24	24 *		24 *	
	AVG. AUD. BY ¼ HR. %			17.7	19.2	19.7	19.3	17.9	17.5	18.4	18.6	18.3	17.5	14.1	13.1	13.0	12.9	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1		54.1	55.6	55.9	57.4	58.9	59.9	59.5	59.0	58.3	59.1	59.6	59.0	57.4	57.3	56.3	52.0
		WK 2		52.1	53.2	54.9	56.4	58.7	60.6	59.9	59.8	59.8	60.0	59.8	59.3	57.6	56.9	56.3	54.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • FRI. MAR. 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. FEB. 28, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,650 / 18.2		11,120 / 19.0		12,870 / 22.0				10,120 / 17.3						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show →				← Jimmy Durante Presents the Lennon Sisters Hour →						
AVERAGE AUDIENCE (Households (000) & %)			9,650 / 16.5		10,350 / 17.7		10,350 / 17.7	17.8*		17.7*	7,720 / 13.2	13.6*		12.7*			
SHARE OF AUDIENCE %			27		28		27	27 *		27 *	21	21 *		21 *			
AVG. AUD. BY ¼ HR. %			15.6	17.4	17.2	18.2	17.9	17.7	18.0	17.3	14.0	13.3	13.2	12.2			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,030 / 25.7				14,100 / 24.1		12,050 / 20.6		13,100 / 22.4		13,160 / 22.5				
			← Jackie Gleason Show →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			11,640 / 19.9	19.0*		20.8*	13,050 / 22.3		11,230 / 19.2		12,110 / 20.7		10,820 / 18.5	18.2*		18.8*	
SHARE OF AUDIENCE %			32	31 *		33 *	34		29		32		31	30 *		33 *	
AVG. AUD. BY ¼ HR. %			18.6	19.3	21.2	20.5	21.7	22.9	19.0	19.4	20.5	20.9	18.2	18.3	19.1	18.5	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,860 / 23.7				12,460 / 21.3		19,130 / 32.7								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies "P.J." (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			10,180 / 17.4	16.7*		18.2*	11,640 / 19.9		14,510 / 24.8	24.0*		24.6*		25.3*		25.3*	
SHARE OF AUDIENCE %			28	28 *		29 *	31		40	36 *		38 *		41 *		44 *	
AVG. AUD. BY ¼ HR. %			16.6	16.9	18.2	18.1	19.6	20.2	23.8	24.3	24.4	24.7	25.3	25.8	25.6	25.0	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,710 / 18.3		10,410 / 17.8		12,810 / 21.9				10,180 / 17.4						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show →				← Jimmy Durante Presents the Lennon Sisters Hour →						
AVERAGE AUDIENCE (Households (000) & %)			9,650 / 16.5		9,590 / 16.4		9,420 / 16.1	15.4*		16.8*	7,250 / 12.4	13.3*		11.5*			
SHARE OF AUDIENCE %			29		27		26	25 *		27 *	21	22 *		20 *			
AVG. AUD. BY ¼ HR. %			16.1	16.9	16.0	16.9	15.4	15.5	17.0	16.5	13.7	12.9	11.6	11.4			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,570 / 23.2				12,230 / 20.9		11,930 / 20.4		12,170 / 20.8		14,160 / 24.2				
			← Jackie Gleason Show (R) →				My Three Sons		Green Acres		Petticoat Junction		← Mannix →				
AVERAGE AUDIENCE (Households (000) & %)			10,650 / 18.2	17.0*		19.4*	11,410 / 19.5		10,650 / 18.2		11,230 / 19.2		11,410 / 19.5	19.2*		19.7*	
SHARE OF AUDIENCE %			31	30 *		32 *	32		29		31		34	33 *		36 *	
AVG. AUD. BY ¼ HR. %			16.5	17.5	19.4	19.5	19.2	19.8	17.8	18.6	19.0	19.4	19.1	19.4	19.8	19.7	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,270 / 24.4				13,400 / 22.9		17,780 / 30.4								
			← Andy Williams Show →				Adam 12		← NBC Saturday Night at the Movies "THE WAR LORD" (9:00-11:30PM)(1) →								
AVERAGE AUDIENCE (Households (000) & %)			11,120 / 19.0	18.2*		19.7*	12,340 / 21.1		11,520 / 19.7	19.1*		19.8*		19.9*		20.0*	
SHARE OF AUDIENCE %			32	32 *		33 *	34		35	31 *		32 *		34 *		36 *	
AVG. AUD. BY ¼ HR. %			17.8	18.6	19.8	19.7	20.8	21.4	19.6	18.5	19.6	19.9	20.1	19.8	20.2	19.8	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	52.3	55.1	58.9	62.0	63.3	64.0	64.4	66.0	66.1	65.6	64.6	64.4	62.1	60.7	58.0	55.7	
WK 2	51.9	54.7	56.7	58.3	60.0	61.0	61.5	61.7	62.1	61.5	61.3	61.2	59.1	58.0	56.1	54.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SAT. MAR. 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAR. 1, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV	Land of the Giants				The F.B.I. (Ford)				ABC Sunday Night Movies-® "SONS OF KATIE ELDER" (9:00-11:30PM)(1)								
TOTAL AUDIENCE (Households (000) & %)	10,880 / 18.6				15,740 / 26.9				20,650 / 35.3								
AVERAGE AUDIENCE (Households (000) & %)	7,610 / 13.0		11.9*	14.1*	13,160 / 22.5	20.6*		24.3*	14,860 / 25.4	25.4*		25.7*		27.3*		26.1*	
SHARE OF AUDIENCE %	23		22 *	24 *	34	32 *		36 *	42	37 *		37 *		44 *		46 *	
AVG. AUD. BY ¼ HR. %	12.0	11.9	13.5	14.7	19.8	21.4	24.1	24.6	25.2	25.7	25.5	26.0	27.3	27.3	26.4	25.9	
CBS TV	Lassie		To Rome with Love		Ed Sullivan Show				GlenCampbell Hour				Mission: Impossible				
TOTAL AUDIENCE (Households (000) & %)	10,350 / 17.7		10,000 / 17.1		16,320 / 27.9				13,340 / 22.8				11,520 / 19.7				
AVERAGE AUDIENCE (Households (000) & %)	9,130 / 15.6		9,010 / 15.4		12,460 / 21.3	20.2*		22.3*	11,000 / 18.8	18.6*		19.0*	9,540 / 16.3	16.6*		16.1*	
SHARE OF AUDIENCE %	29		26		32	31 *		33 *	27	27 *		28 *	28	27 *		28 *	
AVG. AUD. BY ¼ HR. %	15.2	15.9	14.7	16.1	19.7	20.8	22.4	22.2	18.5	18.7	19.0	18.9	16.6	16.6	16.3	15.9	
NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "MENACE ON THE MOUNTAIN" PART I (Gulf Oil Corp.)				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
TOTAL AUDIENCE (Households (000) & %)	11,760 / 20.1		16,970 / 29.0				12,870 / 22.0		13,980 / 23.9				10,300 / 17.6				
AVERAGE AUDIENCE (Households (000) & %)	10,240 / 17.5		13,630 / 23.3	22.9*		23.7*	11,930 / 20.4		11,880 / 20.3	20.6*		20.1*	8,070 / 13.8	14.3*		13.3*	
SHARE OF AUDIENCE %	33		38	39 *		37 *	30		30	30 *		29 *	23	23 *		23 *	
AVG. AUD. BY ¼ HR. %	16.2	18.7	22.5	23.4	24.0	23.3	19.9	20.8	20.7	20.5	20.4	19.8	15.0	13.4	12.6	13.1	
WEEK 2																	
ABC TV	Land of the Giants				The F.B.I. (Ford)				ABC Sunday Night Movies "DIAL HOT LINE" (9:00-11:00PM)								
TOTAL AUDIENCE (Households (000) & %)	9,770 / 16.7				16,320 / 27.9				16,670 / 28.5								
AVERAGE AUDIENCE (Households (000) & %)	6,960 / 11.9		11.3*	12.5*	12,930 / 22.1	20.0*		24.2*	10,820 / 18.5	19.5*		18.6*		18.6*		17.3*	
SHARE OF AUDIENCE %	22		22 *	22 *	34	31 *		37 *	31	29 *		28 *		33 *		33 *	
AVG. AUD. BY ¼ HR. %	11.0	11.6	12.1	12.9	19.4	20.6	24.3	24.1	20.0	18.9	18.9	18.4	18.6	18.6	18.1	16.4	
CBS TV	Lassie		To Rome with Love		Ed Sullivan Show				Glen Campbell Hour				Mission: Impossible				
TOTAL AUDIENCE (Households (000) & %)	10,300 / 17.6		9,540 / 16.3		13,980 / 23.9				12,750 / 21.8				11,580 / 19.8				
AVERAGE AUDIENCE (Households (000) & %)	8,950 / 15.3		8,420 / 14.4		10,120 / 17.3	15.8*		18.7*	10,470 / 17.9	17.9*		18.0*	9,010 / 15.4	15.8*		15.0*	
SHARE OF AUDIENCE %	29		25		27	25 *		29 *	27	27 *		28 *	28	28 *		28 *	
AVG. AUD. BY ¼ HR. %	14.7	15.8	13.7	15.0	15.3	16.2	18.5	19.0	17.5	18.2	18.1	17.9	16.3	15.3	15.0	15.1	
NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "MENACE ON THE MOUNTAIN" PART II (Co-sponsor)				Bill Cosby Show (P & G)			Bonanza				Bold Ones			
TOTAL AUDIENCE (Households (000) & %)	9,890 / 16.9		17,610 / 30.1				13,460 / 23.0		16,500 / 28.2				13,510 / 23.1				
AVERAGE AUDIENCE (Households (000) & %)	8,720 / 14.9		14,390 / 24.6	23.6*		25.5*	12,520 / 21.4		14,160 / 24.2	24.4*		24.1*	11,170 / 19.1	19.4*		18.9*	
SHARE OF AUDIENCE %	29		41	41 *		40 *	33		37	37 *		37 *	35	34 *		36 *	
AVG. AUD. BY ¼ HR. %	13.8	16.1	23.0	24.2	25.9	25.2	21.2	21.7	23.9	24.8	24.8	23.4	19.4	19.4	19.5	18.3	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	52.3	54.3	57.4	60.5	64.2	65.6	66.8	68.2	68.2	68.7	69.2	68.2	62.7	60.1	57.6	56.1	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	50.2	53.6	56.2	59.0	63.1	64.5	65.2	65.8	65.8	66.8	66.4	64.3	57.3	55.5	54.5	51.7	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46–49

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SUN. MAR. 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. MAR. 9, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,990 / 20.5				12,810 / 21.9										
			It Takes a Thief				ABC Monday Night Movies "THE NIGHT OF THE GENERALS" (8:30-11:00PM)										
AVERAGE AUDIENCE (Households (000) & %)			8,780 / 15.0				7,960 / 13.6										
SHARE OF AUDIENCE %				15.3*		14.7*		13.4*		13.7*		14.5*		13.5*		12.7*	
AVG. AUD. BY ¼ HR. %			23 / 15.5	24 * / 15.1	14.5	22 * / 14.8	22 / 13.9	20 * / 13.0	13.6	21 * / 13.8	14.6	23 * / 14.5	13.7	23 * / 13.3	13.2	24 * / 12.3	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,080 / 30.9				16,560 / 28.3		16,850 / 28.8		15,270 / 26.1		15,850 / 27.1				
			Gunsmoke				Here's Lucy ®		Mayberry R.F.D. (General Foods)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			15,150 / 25.9				14,800 / 25.3		15,210 / 26.0		14,220 / 24.3		13,100 / 22.4				
SHARE OF AUDIENCE %			40	25.0* / 39 *		26.8* / 40 *	37		40		39		40	23.3* / 40 *		21.5* / 40 *	
AVG. AUD. BY ¼ HR. %			23.9	26.0	27.1	26.6	24.7	25.9	25.9	26.0	24.1	24.4	23.7	22.9	22.0	20.9	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,830 / 16.8		19,130 / 32.7				15,850 / 27.1								
			My World and Welcome to It		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "MASK OF SHEBA" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,480 / 14.5		14,040 / 24.0				10,410 / 17.8								
SHARE OF AUDIENCE %			23		35	21.4* / 32 *		26.7* / 39 *	30	18.8* / 29 *		18.0* / 29 *		17.6* / 30 *		16.7* / 31 *	
AVG. AUD. BY ¼ HR. %			14.2	14.8	20.5	22.2	20.6	26.7	19.3	18.4	18.1	17.9	17.6	17.7	17.5	16.0	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,830 / 16.8				11,990 / 20.5										
			It Takes a Thief				ABC Monday Night Movies ® "ALVAREZ KELLY" (8:30-10:45PM)										Downhill Racer (10:45-11:00PM) (SUSTAINER)
AVERAGE AUDIENCE (Households (000) & %)			7,720 / 13.2				7,550 / 12.9										
SHARE OF AUDIENCE %				13.7* / 21 *		12.6* / 18 *		12.1* / 17 *		13.7* / 21 *		13.1* / 21 *		12.8* / 21 *			
AVG. AUD. BY ¼ HR. %			19 / 13.2		13.2	12.0	20 / 12.2		13.7		13.3		12.9		12.1		
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,900 / 32.3				13,570 / 23.2		16,910 / 28.9		15,620 / 26.7		17,780 / 30.4				
			Gunsmoke				Here's Lucy ®		Mayberry R.F.D. (Philip Morris)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			15,390 / 26.3				12,400 / 21.2		15,620 / 26.7		14,630 / 25.0		14,160 / 24.2				
SHARE OF AUDIENCE %			39	26.0* / 40 *		26.5* / 37 *	30		40		40		42	24.9* / 42 *		23.5* / 43 *	
AVG. AUD. BY ¼ HR. %			25.1	26.9	27.1	25.9	21.0	21.5	26.1	27.3	24.9	25.1	25.2	24.6	23.7	23.3	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,410 / 19.5		21,650 / 37.0				16,850 / 28.8								
			My World and Welcome to It ®		Rowan & Martin Laugh-In				NBC Monday Night at the Movies "SAVAGE PAMPAS" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			9,480 / 16.2		17,260 / 29.5				10,760 / 18.4								
SHARE OF AUDIENCE %			25		42	26.5* / 37 *		32.4* / 46 *	30	19.7* / 30 *		19.2* / 31 *		17.4* / 29 *		17.2* / 32 *	
AVG. AUD. BY ¼ HR. %			15.4	17.1	25.0	28.0	32.5	32.2	20.7	18.7	19.4	19.1	17.6	17.3	17.7	16.7	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	58.3	61.4	62.6	64.7	66.8	68.0	68.4	68.7	65.8	65.5	63.3	62.5	59.2	57.4	55.7	51.9	
WK 2	58.5	61.1	63.5	67.0	70.5	71.3	70.3	70.1	67.0	65.2	63.1	62.7	60.5	59.1	57.1	51.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • MON. MAR. 16, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. MAR. 10, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,690 23.4				16,260 27.8							15,620 26.7			
			Undersea World of Jacques Cousteau "THOSE INCREDIBLE DIVING MACHINES"						Movie of the Week "THE LOVE WAR"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			9,180 15.7				11,520 19.7							13,340 22.8			
SHARE OF AUDIENCE %			23	14.0* 21 *		17.4* 25 *	30	18.8* 28 *		19.4* 29 *			20.9* 32 *	40	23.1* 39 *		22.4* 42 *
AVG. AUD. BY ¼ HR. %			14.1	13.8	17.3	17.5	18.6	19.0	19.0	19.8	21.0		20.8	22.8	23.4	23.0	21.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,090 25.8				18,190 31.1				10,760 18.4			5,730 9.8			
			Lancer				Red Skelton Hour				Governor and J. J.			Who, What, When, Where, Why "LAOS: AMERICA'S HIDDEN WAR" (Conn. Gen. Life Ins.)			
AVERAGE AUDIENCE (Households (000) & %)			11,520 19.7				13,280 22.7				9,950 17.0			5,030 8.6			
SHARE OF AUDIENCE %			29	18.1* 28 *		21.2* 31 *	34	22.8* 34 *		22.6* 34 *	26			15			
AVG. AUD. BY ¼ HR. %			17.6	18.7	21.2	21.3	23.1	22.6	23.6	21.5	17.4		16.7	8.6	8.5		
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			19,250 32.9		14,330 24.5		14,040 24.0		17,670 30.2								
			Winnie The Pooh & The Honey Tree (Sears Roebuck & Co.)		Debbie Reynolds Show		Julia			NBC Tuesday Night at the Movies (B) "LILIES OF THE FIELD" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			17,020 29.1		12,870 22.0		12,460 21.3		11,880 20.3				19.7* 31 *		21.3* 36 *		20.3* 38 *
SHARE OF AUDIENCE %			44		32		31		33	19.8* 30 *					21.5	21.3	19.3
AVG. AUD. BY ¼ HR. %			28.2	30.1	21.9	22.2	21.2	21.4	19.4	20.1	20.0		19.4	21.1			
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			27.3				19,660 31.9							14,920 25.5			
			Mod Squad						Movie of the Week "THE YOUNG COUNTRY"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)			13,160 22.5				13,980 23.9							13,510 23.1			
SHARE OF AUDIENCE %			34	21.6* 33 *		23.3* 34 *	36	23.8* 35 *		24.1* 36 *			23.8* 38 *	41	23.5* 40 *		22.7* 42 *
AVG. AUD. BY ¼ HR. %			21.0	22.3	23.2	23.3	23.5	24.0	24.3	23.8	24.1		23.4	23.4	23.6	23.4	22.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,340 22.8				17,370 29.7				11,410 19.5			10,820 18.5			
			Lancer				Red Skelton Hour				Governor and J. J.				Tim Conway Hour		
AVERAGE AUDIENCE (Households (000) & %)			10,650 18.2				12,810 21.9				10,410 17.8			9,240 15.8			
SHARE OF AUDIENCE %			27	17.2* 26 *		19.2* 28 *	33	21.4* 32 *		22.4* 34 *	28			28	16.2* 28 *		15.4* 28 *
AVG. AUD. BY ¼ HR. %			16.9	17.5	18.8	19.6	21.3	21.5	23.0	21.8	17.8		17.8	16.2	16.2	16.0	14.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,360 16.0		9,240 15.8		11,700 20.0		14,680 25.1								
			I Dream of Jeannie		Debbie Reynolds Show		Julia			NBC Tuesday Night at the Movies "DID YOU HEAR THE ONE ABOUT THE TRAVELING SALESLADY?" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			8,310 14.2		8,540 14.6		10,590 18.1		8,720 14.9	15.5*			16.4*		14.4*		13.2*
SHARE OF AUDIENCE %			22		22		27		25	23 *			26 *		25 *		24 *
AVG. AUD. BY ¼ HR. %			13.9	14.5	14.5	14.8	17.8	18.3	15.0	16.0	16.5		16.3	14.7	14.1	13.5	12.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	58.7	61.8	64.5	66.9	68.0	68.7	68.1	67.7	67.1	66.8	64.9		64.1	60.0	58.5	55.7	52.2
WK 2	59.5	61.8	64.6	66.8	67.2	68.0	67.0	68.0	66.9	66.2	64.0		62.6	58.8	57.5	56.3	52.9

WEEK 1

WEEK 2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • TUE. MAR. 17, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,230 20.9		13,460 23.0		14,270 24.4		16,910 28.9					8,780 15.0			
			Nanny and the Professor		Courtship of Eddie's Father		Room 222		← Johnny Cash Show →					← Engelbert Humperdinck Show →			
AVERAGE AUDIENCE (Households (000) & %)			10,760 18.4		12,460 21.3		13,220 22.6		13,220 22.6	23.3*		22.0*		6,840 11.7	12.6*		10.8*
SHARE OF AUDIENCE %			29		32		33		34	35 *		34 *		21	22 *		20 *
AVG. AUD. BY ¼ HR. %			17.8	19.1	20.5	22.0	21.9	23.2	23.6	23.0	22.7	21.3		13.2	11.9	11.3	10.4
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,850 27.1				13,860 23.7		13,100 22.4					14,980 25.6			
			← Hee-Haw →				Beverly Hillbillies		← Medical Center →					← Hawaii Five-O →			
AVERAGE AUDIENCE (Households (000) & %)			12,290 21.0				12,990 22.2		10,940 18.7	18.3*		19.1*		12,930 22.1	22.0*		22.2*
SHARE OF AUDIENCE %			32	20.5* 32 *		21.5* 32 *	32		28	27 *		29 *		40	38 *		42 *
AVG. AUD. BY ¼ HR. %			20.1	21.0	21.3	21.7	21.8	22.6	17.7	19.0	19.3	19.0		21.8	22.2	22.6	21.8
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,800 25.3						10,880 18.6					10,300 17.6			
			← The Virginian →						← Kraft Music Hall (Kraftco) →					← Then Came Bronson →			
AVERAGE AUDIENCE (Households (000) & %)			10,880 18.6						7,900 13.5					8,660 14.8			
SHARE OF AUDIENCE %			28	18.1* 29 *		18.4* 28 *		19.2* 28 *	20	14.4* 21 *		12.6* 19 *		27	15.2* 26 *		14.5* 27 *
AVG. AUD. BY ¼ HR. %			17.8	18.3	18.4	18.4	19.4	19.0	15.0	13.9	12.8	12.4		15.2	15.2	14.8	14.1
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,470 19.6		11,520 19.7		12,580 21.5		13,920 23.8					6,900 11.8			
			Nanny and the Professor		Courtship of Eddie's Father		Room 222		← Johnny Cash Show →					← Engelbert Humperdinck Show →			
AVERAGE AUDIENCE (Households (000) & %)			10,120 17.3		10,820 18.5		11,470 19.6		11,580 19.8	19.9*		19.7*		4,910 8.4	9.2*		7.6*
SHARE OF AUDIENCE %			27		28		29		29	29 *		29 *		15	15 *		14 *
AVG. AUD. BY ¼ HR. %			16.9	17.7	18.5	18.5	19.5	19.8	20.0	19.7	20.1	19.3		9.9	8.5	8.1	7.2
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,850 27.1				13,400 22.9		10,760 18.4					14,160 24.2			
			← Hee-Haw →				Beverly Hillbillies		← Medical Center →					← Hawaii Five-O (R) →			
AVERAGE AUDIENCE (Households (000) & %)			12,520 21.4				12,640 21.6		8,830 15.1	15.0*		15.3*		11,580 19.8	19.9*		19.7*
SHARE OF AUDIENCE %			33	20.2* 31 *		22.5* 33 *	32		22	22 *		22 *		35	33 *		37 *
AVG. AUD. BY ¼ HR. %			19.3	21.1	22.7	22.3	21.3	21.9	14.9	15.2	15.1	15.5		19.8	20.1	20.0	19.3
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,500 26.5						19,480 33.3					17,730 30.3			
			← The Virginian →						← Chrysler Presents The Bob Hope Show (Chrysler) →					← Tennessee Ernie Ford Special →			
AVERAGE AUDIENCE (Households (000) & %)			11,880 20.3						16,440 28.1	27.9*		28.2*		13,630 23.3	25.2*		21.5*
SHARE OF AUDIENCE %			31	19.6* 30 *		20.0* 30 *		21.3* 31 *	41	41 *		41 *		41	42 *		40 *
AVG. AUD. BY ¼ HR. %			19.2	20.0	19.8	20.1	21.4	21.2	27.1	28.8	28.4	28.0		25.8	24.6	22.6	20.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	57.8	59.4	61.8	64.3	65.7	67.3	68.0	69.0	67.6	67.4	66.2	64.3		58.6	56.2	54.7	52.0
WK 2	58.8	61.6	63.1	65.4	67.1	67.3	67.4	68.3	67.7	68.9	68.7	67.6		61.2	59.0	55.6	51.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. MAR. 12, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,360 16.0		12,230 20.9		13,510 23.1		12,290 21.0					6,440 11.0			
				Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched			Young Americans (Corning Glass Works)				Paris 7000			
	AVERAGE AUDIENCE (Households (000) & %)			7,960 13.6		10,820 18.5		12,640 21.6		8,600 14.7	15.3*		14.0*		4,860 8.3	8.4*		8.1*
	SHARE OF AUDIENCE %			21		27		31		22	23 *		22 *		15	14 *		15 *
	AVG. AUD. BY ¼ HR. %			13.4	13.8	18.1	18.9	21.2	21.9	16.2	14.5	14.4	13.6		8.9	8.0	7.8	8.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)			17,200 29.4		17,200 29.4				18,140 31.0								
				Family Affair		Jim Nabor's Hour					CBS Thursday Night Movies "HUNTERS ARE FOR KILLING" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			14,980 25.6		12,930 22.1	22.2*		21.9*	12,990 22.2	20.9*		23.5*			22.6*		21.7*
	SHARE OF AUDIENCE %			39		32	32 *		31 *	36	31 *		36 *			39 *		40 *
	AVG. AUD. BY ¼ HR. %			24.5	26.7	22.2	22.3	22.2	21.7	20.0	21.7	23.7	23.2		22.8	22.3	22.5	20.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)			12,580 21.5				15,330 26.2				11,700 20.0			13,460 23.0			
				Daniel Boone				Ironside				Dragnet			Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)			9,240 15.8	14.3*		17.2*	12,290 21.0	19.6*		22.4*	10,940 18.7			10,710 18.3	19.3*		17.3*
	SHARE OF AUDIENCE %			24	22 *		25 *	31	28 *		33 *	29			32	33 *		32 *
	AVG. AUD. BY ¼ HR. %			13.8	14.7	17.3	17.2	18.7	20.4	22.4	22.4	18.6	18.8		19.4	19.2	18.1	16.5

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,890 16.9		11,930 20.4		14,450 24.7		14,800 25.3					7,780 13.3			
				Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched			This Is Tom Jones				Paris 7000			
	AVERAGE AUDIENCE (Households (000) & %)			7,900 13.5		10,650 18.2		13,100 22.4		10,590 18.1	18.3*		17.9*		5,850 10.0	10.4*		9.6*
	SHARE OF AUDIENCE %			21		27		33		28	28 *		28 *		17	17 *		18 *
	AVG. AUD. BY ¼ HR. %			13.5	13.4	17.3	19.1	22.1	22.8	18.6	17.9	18.2	17.6		11.0	9.8	9.8	9.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)			17,370 29.7		19,950 34.1				20,710 35.4								
				Dr. Seuss "HORTON HEARS A WHO" (National Biscuit)				Jim Nabor's Hour (R)			CBS Thursday Night Movies "A NEW KIND OF LOVE" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			15,390 26.3		15,500 26.5	25.6*		27.3*	13,920 23.8	24.6*		24.9*			24.5*		21.4*
	SHARE OF AUDIENCE %			41		39	38 *		40 *	39	37 *		39 *			41 *		39 *
	AVG. AUD. BY ¼ HR. %			25.8	26.7	25.1	26.2	27.2	27.4	24.4	24.7	25.2	24.6		25.4	23.6	22.9	20.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)			14,980 25.6								8,830 15.1			14,330 24.5			
							NCAA Basketball Game (VARIOUS TEAMS & TIMES, 7:30-9:30PM)¤					Dragnet			Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)			8,720 14.9	14.9*		15.1*		14.2*		15.6*	7,780 13.3			11,170 19.1	19.2*		19.0*
	SHARE OF AUDIENCE %			23	24 *		23 *		21 *		23 *	21			33	32 *		35 *
	AVG. AUD. BY ¼ HR. %			14.6	15.3	15.3	14.8	14.3	14.1	15.9	15.3	12.7	13.8		18.7	19.8	19.2	18.7

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	WK 1	59.3	61.8	63.7	66.1	68.6	69.5	69.7	69.9	67.7	67.1	65.5	64.4		59.5	57.7	56.1	52.2
	WK 2	57.8	60.9	62.9	64.4	66.0	67.3	68.2	68.3	66.2	65.7	64.0	63.8		61.4	59.2	57.2	52.3

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46–49

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

EVE. • THU. MAR. 19, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. MAR. 13, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			11,060 18.9		12,050 20.6		11,120 19.0		13,280 22.7					11,120 19.0			
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir			Here Come the Brides				Love, American Style			
	AVERAGE AUDIENCE (Households (000) & %)			9,010 15.4		11,060 18.9		10,240 17.5		10,590 18.1	17.9*		18.3*		9,240 15.8	16.8*		14.8*
	SHARE OF AUDIENCE %			28		33		30		32	31 *		32 *		29	30 *		28 *
	AVG. AUD. BY ¼ HR. %			14.0	16.8	18.3	19.5	17.8	17.1	17.6	18.2	18.4	18.1		17.2	16.4	15.6	14.1
WEEK 2	**CBS TV**																	
	TOTAL AUDIENCE (Households (000) & %)			11,820 20.2				12,930 22.1		14,450 24.7								
				Opening Day: Expo '70 (Xerox)				Hogan's Heroes			CBS Friday Night Movies® "TWO ON A GUILLOTINE" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			7,960 13.6				11,520 19.7		10,120 17.3	16.5*		17.0*			18.0*		17.7*
	SHARE OF AUDIENCE %			24	14.1* 26 *		13.2* 23 *	34		31	29 *		30 *			33 *		34 *
	AVG. AUD. BY ¼ HR. %			14.3	13.9	13.3	13.1	18.9	20.5	16.7	16.2	16.6	17.4		18.0	18.0	18.3	17.1
WEEK 2	**NBC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			13,280 22.7				10,710 18.3							8,720 14.9			
				Three Boys On Safari						Hallmark Hall of Fame "NEITHER ARE WE ENEMIES" (Hallmark)					Bracken's World			
	AVERAGE AUDIENCE (Households (000) & %)			10,120 17.3	17.8*		16.8*	7,140 12.2	12.7*		12.0*		12.0*		6,960 11.9	11.8*		12.0*
	SHARE OF AUDIENCE %			31	33 *		29 *	21	22 *		21 *		21 *		22	21 *		23 *
	AVG. AUD. BY ¼ HR. %			17.9	17.8	16.9	16.7	13.3	12.2	12.1	11.9	11.8	12.2		11.6	12.0	11.8	12.2
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			9,070 15.5		11,290 19.3		9,650 16.5		10,530 18.0					6,900 11.8			
				Flying Nun		Brady Bunch		Ghost and Mrs. Muir ®			Here Come the Brides				Mission Possible "THEY CARE FOR A CITY" (Xerox)			
	AVERAGE AUDIENCE (Households (000) & %)			7,960 13.6		10,240 17.5		8,600 14.7		8,890 15.2	14.7*		15.6*		4,500 7.7	8.7*		6.8*
	SHARE OF AUDIENCE %			25		30		25		26	25 *		26 *		14	15 *		13 *
	AVG. AUD. BY ¼ HR. %			12.9	14.3	16.8	18.1	14.9	14.5	14.2	15.2	15.6	15.7		9.5	7.8	6.8	6.8
WEEK 2	**CBS TV**																	
	TOTAL AUDIENCE (Households (000) & %)			11,580 19.8				11,520 19.7		15,030 25.7								
				CBS News Adventure "SAVAGE WATERS/SAVAGE BEAST" (7:30-8:30PM)				Hogan's Heroes			CBS Friday Night Movies® "RIO CONCHOS" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			8,480 14.5				10,300 17.6		9,590 16.4	14.9*		15.7*			18.3*		16.7*
	SHARE OF AUDIENCE %			26	14.7* 27 *		14.4* 25 *	30		29	25 *		26 *			32 *		31 *
	AVG. AUD. BY ¼ HR. %			14.6	14.7	14.3	14.5	17.5	17.8	14.9	14.9	15.8	15.5		18.1	18.5	17.9	15.5
WEEK 2	**NBC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			13,160 22.5				14,740 25.2							12,400 21.2			
				High Chaparral				Name of the Game							Bracken's World			
	AVERAGE AUDIENCE (Households (000) & %)			10,120 17.3				11,060 18.9							9,830 16.8			
	SHARE OF AUDIENCE %			31	16.8* 30 *		17.8* 31 *	32	17.7* 30 *		19.7* 33 *		19.4* 33 *		30	16.6* 29 *		16.9* 31 *
	AVG. AUD. BY ¼ HR. %			16.4	17.3	17.8	17.9	17.3	18.1	19.5	19.9	19.6	19.2		16.2	16.9	16.8	17.1
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	51.3	52.3	53.8	55.2	56.3	57.7	58.2	58.2	57.5	57.3	57.4	57.3		55.4	54.7	53.6	51.4
	WK 2	53.0	54.4	54.8	55.8	57.0	58.5	58.0	58.5	59.1	59.4	59.9	59.2		56.9	56.2	55.0	52.9

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • FRI. MAR. 20, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. MAR. 14, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,160 22.5		13,630 23.3		12,110 20.7				10,060 17.2						
Programs			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show				→	← Jimmy Durante Presents the Lennon Sisters Hour					→
AVERAGE AUDIENCE (Households (000) & %)			11,820 20.2		12,290 21.0		9,540 16.3	17.0*		15.6*	6,790 11.6	11.5*			11.8*		
SHARE OF AUDIENCE %			35		35		27	28 *		25 *	20	19 *			21 *		
AVG. AUD. BY ¼ HR. %			18.9	21.5	20.9	21.2	16.9	17.0	16.0	15.3	11.6	11.3		12.1	11.4		
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,860 25.4				12,930 22.1		18,950 32.4					15,850 27.1			
Programs			← Jackie Gleason Show (R) →				My Three Sons		←	Andy Griffith Special (R)			→	←	Mannix		→
AVERAGE AUDIENCE (Households (000) & %)			10,940 18.7	17.5*		20.0*	12,170 20.8		14,570 24.9	23.6*		26.2*		13,400 22.9	22.8*		23.0*
SHARE OF AUDIENCE %			32	31 *		33 *	34		40	38 *		43 *		41	40 *		42 *
AVG. AUD. BY ¼ HR. %			16.9	18.1	20.1	19.9	20.6	21.1	23.0	24.2	26.2	26.2		22.4	23.2	23.3	22.8
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,950 17.0				11,640 19.9		14,040 24.0								
Programs			← Switched-On Symphony (Bell Telephone System) →				Adam 12		←			← NBC Saturday Night at the Movies (B) "I WALK ALONE" (9:00-11:00PM)					→
AVERAGE AUDIENCE (Households (000) & %)			6,840 11.7	11.8*		11.6*	10,530 18.0		9,710 16.6	16.1*		16.8*			16.7*		16.6*
SHARE OF AUDIENCE %			20	21 *		19 *	30		28	26 *		27 *			29 *		30 *
AVG. AUD. BY ¼ HR. %			12.1	11.4	11.1	12.0	17.5	18.4	16.2	16.0	16.9	16.6		16.8	16.6	17.0	16.3
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			[illegible] 17.9		10,120 17.3		13,050 22.3				10,820 18.5						
Programs			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show				→	← Jimmy Durante Presents the Lennon Sisters Hour					→
AVERAGE AUDIENCE (Households (000) & %)			9,300 15.9		9,070 15.5		10,120 17.3	16.8*		17.9*	7,840 13.4	13.9*			12.9*		
SHARE OF AUDIENCE %			28		26		27	26 *		28 *	22	22 *			22 *		
AVG. AUD. BY ¼ HR. %			15.4	16.5	15.0	15.9	16.3	17.2	18.1	17.8	14.2	13.5		13.2	12.7		
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,980 25.6				13,570 23.2		12,340 21.1		14,220 24.3			16,970 29.0			
Programs			← Jackie Gleason Show (R) →				My Three Sons		Green Acres		Petticoat Junction			←	Mannix		→
AVERAGE AUDIENCE (Households (000) & %)			11,000 18.8	17.4*		20.2*	12,520 21.4		11,350 19.4		12,990 22.2			13,980 23.9	23.2*		24.5*
SHARE OF AUDIENCE %			32	30 *		33 *	34		30		36			42	39 *		44 *
AVG. AUD. BY ¼ HR. %			17.0	17.8	19.9	20.5	21.0	21.7	18.9	19.9	21.3	23.0		23.1	23.4	24.8	24.1
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,040 24.0				12,400 21.2		15,970 27.3								
Programs			← Andy Williams Show →				Adam 12		←			← NBC Saturday Night at the Movies "A CLEAR AND PRESENT DANGER" (9:00-11:00PM)					→
AVERAGE AUDIENCE (Households (000) & %)			10,350 17.7	17.6*		17.7*	11,350 19.4		10,410 17.8	20.6*		18.7*			16.4*		15.5*
SHARE OF AUDIENCE %			30	31 *		29 *	31		30	32 *		30 *			28 *		28 *
AVG. AUD. BY ¼ HR. %			17.3	17.9	17.9	17.5	19.3	19.4	20.8	20.4	19.3	18.0		16.9	15.9	15.6	15.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	50.5	52.5	55.8	58.8	59.9	60.1	60.5	61.5	61.5	62.3	61.9	60.3		57.3	57.2	55.7	53.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	51.6	53.1	56.1	58.2	60.1	61.1	62.9	64.0	64.8	64.7	62.6	61.4		59.5	58.1	56.2	54.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • SAT. MAR. 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAR. 15, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV		3M Special "THE BALLAD OF THE IRON HORSE" (Minn. Mining & Mfg.)				The F.B.I. ® (Ford)							ABC Sunday Night Movies® "UP FROM THE BEACH" (9:00-11:00PM)				
TOTAL AUDIENCE (Households (000) & %)	9,830 16.8				14,160 24.2					16,090 27.5							
AVERAGE AUDIENCE (Households (000) & %)	7,080 12.1	11.5*		12.8*	12,110 20.7	19.7*		21.8*		11,230 19.2	19.2*		20.6*		19.4*		17.6*
SHARE OF AUDIENCE %	20	20 *		21 *	31	30 *		33 *		32	29 *		32 *		33 *		33 *
AVG. AUD. BY ¼ HR. %	11.5	11.5	12.4	13.2	18.8	20.7	21.8	21.7		18.5	19.9	20.5	20.6	19.6	19.2	18.5	16.7
CBS TV	Lassie		To Rome with Love			Ed Sullivan Show					GlenCampbell Hour					Mission: Impossible	
TOTAL AUDIENCE (Households (000) & %)	8,830 15.1		9,070 15.5		15,270 26.1					15,500 26.5				13,810 23.6			
AVERAGE AUDIENCE (Households (000) & %)	7,550 12.9		8,070 13.8		12,400 21.2	20.2*		22.2*		12,230 20.9	20.9*		21.0*	11,580 19.8	20.2*		19.4*
SHARE OF AUDIENCE %	22		22		32	31 *		33 *		32	32 *		32 *	36	35 *		37 *
AVG. AUD. BY ¼ HR. %	12.4	13.4	13.1	14.6	19.3	21.2	22.1	22.3		21.1	20.7	20.9	21.1	20.3	20.2	20.1	18.6
NBC TV		Wizard Of Oz® (6:00-8:00PM)(1) (Singer Co.)						David Copperfield Special (8:00-10:00PM)							Prudential On Stage "TO CONFUSE THE ANGEL" (Prudential Insurance)		
TOTAL AUDIENCE (Households (000) & %)					20,070 34.3									11,170 19.1			
AVERAGE AUDIENCE (Households (000) & %)		29.6*		31.0*	12,290 21.0	22.6*		20.6*			21.1*		19.8*	8,890 15.2	15.7*		14.7*
SHARE OF AUDIENCE %		51 *		50 *	32	35 *		31 *			32 *		30 *	27	27 *		28 *
AVG. AUD. BY ¼ HR. %	29.2	30.0	31.1	30.8	23.5	21.8	20.9	20.3		21.8	20.4	19.9	19.8	16.3	15.1	14.7	14.8
WEEK 2																	
ABC TV		Land of the Giants				Harry & Lena (Faberge)							ABC Sunday Night Movies® "THE CARDINAL" (9:00-12:30AM)(2)				
TOTAL AUDIENCE (Households (000) & %)	11,120 19.0				10,940 18.7					12,340 21.1							
AVERAGE AUDIENCE (Households (000) & %)	7,550 12.9	13.2*		12.6*	6,440 11.0	11.4*		10.6*		6,730 11.5	11.5*		11.3*		12.8*		12.3*
SHARE OF AUDIENCE %	23	24 *		22 *	17	18 *		17 *		24	18 *		18 *		22 *		23 *
AVG. AUD. BY ¼ HR. %	12.8	13.7	12.2	13.1	12.2	10.6	10.2	11.1		11.8	11.2	11.1	11.4	13.1	12.5	12.5	12.2
CBS TV		CBS News Special "POSTAL STRIKE" (Western Electric)	Archie & His Pals ®			Ed Sullivan Show					Glen Campbell Hour					Mission: Impossible	
TOTAL AUDIENCE (Households (000) & %)	10,650 18.2		10,760 18.4		16,440 28.1					13,980 23.9				15,970 27.3			
AVERAGE AUDIENCE (Households (000) & %)	9,130 15.6		9,070 15.5		11,170 19.1	17.7*		20.5*		11,170 19.1	19.0*		19.3*	12,990 22.2	22.7*		21.8*
SHARE OF AUDIENCE %	29		27		30	28 *		32 *		30	30 *		30 *	40	40 *		40 *
AVG. AUD. BY ¼ HR. %	15.6	15.6	15.3	15.7	16.7	18.7	20.4	20.6		18.8	19.3	19.0	19.5	22.3	23.1	22.2	21.4
NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "DISNEYLAND SHOWTIME" (Co-sponsor)				Bill Cosby Show (P & G)				Bonanza				Bold Ones®		
TOTAL AUDIENCE (Households (000) & %)	9,770 16.7		22,820 39.0				17,960 30.7			19,770 33.8				12,930 22.1			
AVERAGE AUDIENCE (Households (000) & %)	8,540 14.6		15,620 26.7	24.6*		28.8*	16,150 27.6			16,790 28.7	28.7*		28.7*	10,650 18.2	18.5*		17.9*
SHARE OF AUDIENCE %	27		44	42 *		46 *	43			45	45 *		45 *	33	32 *		33 *
AVG. AUD. BY ¼ HR. %	13.5	15.7	24.2	25.0	28.6	28.9	27.1	28.2		28.1	29.3	29.5	27.9	18.8	18.2	18.6	17.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	56.7	58.7	60.7	62.2	64.2	65.7	66.7	67.1		65.9	65.3	65.2	65.0	59.4	57.0	54.8	51.2
WK 2	52.9	54.9	57.2	59.5	62.1	63.2	62.8	64.2		64.1	64.7	64.6	63.1	58.0	56.9	55.6	53.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

(1) FOR RATINGS, SEE PAGE 44.

(2) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SUN. MAR. 22, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. MAR. 23, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,470 17.9				11,930 20.4								4,100 7.0		
			It Takes a Thief				ABC Monday Night Movies "SECONDS" (8:30-10:30PM)								Now		
AVERAGE AUDIENCE (Households (000) & %)			8,070 13.8	13.4*		14.1*	7,840 13.4	13.7*		14.0*		13.4*		12.5*	3,450 5.9		
SHARE OF AUDIENCE %			21	22 *		21 *	21	20 *		21 *		21 *		21 *	11		
AVG. AUD. BY ¼ HR. %			13.3	13.6	13.7	14.5	13.7	13.6	14.4	13.6	13.7	13.2	12.8	12.2	6.1	5.7	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			19,190 32.8				16,150 27.6		16,970 29.0		16,500 28.2		18,600 31.8				
			Gunsmoke				Here's Lucy ®		Mayberry R.F.D. (General Foods)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			15,620 26.7				14,800 25.3		15,740 26.9		15,270 26.1		14,270 24.4				
SHARE OF AUDIENCE %			41	26.0* 42 *		27.5* 41 *	37		41		41		44	24.2* 41 *		24.6* 47 *	
AVG. AUD. BY ¼ HR. %			24.9	27.0	27.3	27.7	25.2	25.3	26.6	27.2	25.6	26.5	25.1	23.3	25.0	24.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,300 17.6		18,430 31.5				19,600 33.5								
			My World and ® Welcome to It		Rowan & Martin Laugh-In ®				NBC Monday Night at the Movies ® "EXODUS" PART I (9:00-11:30PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			9,180 15.7		13,510 23.1				11,350 19.4								
SHARE OF AUDIENCE %			25		34	21.3* 32 *		24.9* 37 *	34	21.7* 33 *		20.1* 32 *		19.4* 33 *		19.5* 37 *	
AVG. AUD. BY ¼ HR. %			14.9	16.5	20.9	21.8	24.8	24.9	22.2	21.3	20.3	19.9	19.5	[illegible]	[illegible]	[illegible]	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,290 21.0				12,640 21.6										
			It Takes a Thief ®				ABC Monday Night Movies "THE DEADLY AFFAIR" (8:30-10:30PM)								Now (Sustainer)		
AVERAGE AUDIENCE (Households (000) & %)			9,300 15.9				6,790 11.6	14.9*		12.2*		10.3*		9.2*			
SHARE OF AUDIENCE %			25	15.5* 25 *		16.2* 24 *	18	22 *		18 *		16 *		16 *			
AVG. AUD. BY ¼ HR. %			15.7	15.3	16.1	16.3	15.6	14.1	12.6	11.9	10.8	9.8	9.6	8.7			
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			17,140 29.3				14,570 24.9		16,910 28.9		16,320 27.9		18,540 31.7				
			Gunsmoke ®				Here's Lucy ®		Mayberry R.F.D. (Philip Morris)		Doris Day Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)			13,810 23.6				13,280 22.7		15,440 26.4		15,150 25.9		14,740 25.2				
SHARE OF AUDIENCE %			37	22.2* 36 *		25.1* 38 *	33		39		41		45	25.1* 43 *		25.2* 48 *	
AVG. AUD. BY ¼ HR. %			21.1	23.3	25.2	24.9	22.1	23.3	25.9	26.8	25.4	26.5	25.1	25.1	26.0	24.5	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,710 16.6		19,070 32.6				18,140 31.0								
			My World and ® Welcome to It		Rowan & Martin Laugh-In ®				NBC Monday Night at the Movies ® "ARABESQUE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,310 14.2		13,280 22.7			25.5* 37 *	11,290 19.3	20.0* 30 *		19.7* 31 *		18.7* 32 *		18.9* 36 *	
SHARE OF AUDIENCE %			23		34	19.9* 30 *			32								
AVG. AUD. BY ¼ HR. %			13.7	14.7	19.0	20.9	25.2	25.8	20.7	19.3	20.2	19.2	18.8	18.7	19.2	18.6	
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	55.8	57.8	60.3	63.1	66.1	68.3	67.4	67.7	66.4	65.8	63.2	62.7	60.4	57.2	53.8	51.9
	WK 2	57.5	58.9	60.7	62.9	65.6	67.5	68.2	69.1	67.6	66.8	63.7	62.2	58.7	57.1	54.8	51.3

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • MON. MAR. 30, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. MAR. 24, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				13,920 23.8				15,680 26.8						15,440 26.4			
			Mod Squad						Movie of the Week® "THREE'S A CROWD"					Marcus Welby, M.D.			
AVERAGE AUDIENCE (Households (000) & %)				11,580 19.8				10,300 17.6						13,860 23.7			
SHARE OF AUDIENCE %				32	19.4* 32 *		20.2* 31 *	28	17.1* 26 *		17.4* 27 *		18.2* 29 *	42	23.6* 40 *		23.8* 44 *
AVG. AUD. BY ¼ HR. %				18.8	20.0	20.3	20.2	17.9	16.3	17.2	17.7	18.2	18.3	22.9	24.3	24.0	23.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				17,020 29.1				19,540 33.4				12,810 21.9		10,120 17.3			
			Eskimo: Fight for Life (7:30-8:30PM)				Red Skelton Hour				Governor and J. J.			60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)				13,750 23.5				14,680 25.1				11,820 20.2		7,840 13.4			
SHARE OF AUDIENCE %				37	22.3* 37 *		24.8* 38 *	39	24.5* 38 *		25.8* 40 *	32		24	14.3* 24 *		12.4* 23 *
AVG. AUD. BY ¼ HR. %				21.6	22.9	24.3	25.2	24.4	24.6	26.3	25.3	20.8	19.5	14.9	13.7	13.1	11.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				7,780 13.3		8,890 15.2		12,930 22.1		16,030 27.4							
			I Dream of Jeannie			Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies® "EXODUS" PART II (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)				6,960 11.9		7,960 13.6		11,350 19.4		10,180 17.4	16.4* 26 *		18.9* 30 *		18.1* 31 *		16.4* 30 *
SHARE OF AUDIENCE %				20		21		30		29							
AVG. AUD. BY ¼ HR. %				11.7	12.1	12.9	14.2	19.1	19.7	16.1	16.7	18.7	19.0	18.5	17.7	17.2	15.6

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				13,570 23.2				14,800 25.3						14,270 24.4			
			Mod Squad						Movie of the Week® "SEVEN IN DARKNESS"					Marcus Welby, M.D.®			
AVERAGE AUDIENCE (Households (000) & %)				10,940 18.7				10,650 18.2						12,750 21.8			
SHARE OF AUDIENCE %				28	17.7* 28 *		19.8* 29 *	27	17.2* 25 *		18.2* 27 *		19.1* 30 *	39	21.9* 38 *		21.6* 40 *
AVG. AUD. BY ¼ HR. %				16.4	18.9	20.0	19.6	17.3	17.1	18.1	18.4	19.1	19.1	21.5	22.2	22.4	20.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				19,420 33.2				18,840 32.2				11,230 19.2		8,540 14.6			
			Lions Are Free® (7:30-8:30PM)				Red Skelton Hour				Governor and J. J.			60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)				15,440 26.4				14,330 24.5				10,590 18.1		6,490 11.1			
SHARE OF AUDIENCE %				40	25.2* 40 *		27.6* 41 *	36	24.1* 35 *		24.9* 37 *	28		20	12.0* 21 *		10.3* 19 *
AVG. AUD. BY ¼ HR. %				24.3	26.1	27.1	28.0	24.4	23.8	26.1	23.8	18.5	17.7	12.7	11.3	10.3	10.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				12,340 21.1				14,100 24.1		18,310 31.3							
			Brass Are Comin'® (Bank of America)				Goldilocks (E & B Carpet Mills)			NBC Tuesday Night at the Movies® "SHAKIEST GUN IN THE WEST" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)				8,190 14.0				12,290 21.0		11,350 19.4	17.8* 26 *		19.8* 31 *		20.5* 35 *		19.5* 36 *
SHARE OF AUDIENCE %				21	14.1* 22 *		13.8* 20 *	31		32							
AVG. AUD. BY ¼ HR. %				14.4	13.8	13.6	14.1	20.4	21.6	17.5	18.1	20.0	19.7	20.7	20.3	20.0	19.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	55.6	56.9	59.5	61.7	63.9	65.7	64.8	64.7	64.4	64.3	62.7	61.7	59.1	58.2	56.6	52.6
WK 2	53.6	57.3	61.9	64.8	67.1	68.8	68.3	68.6	68.0	66.6	64.4	63.0	58.7	57.0	55.2	52.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46–49

EVE. • TUE. MAR. 31, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. MAR. 25, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				12,170 20.8		12,750 21.8		12,340 21.1		15,090 25.8				9,010 15.4			
				Nanny and the Professor		Courtship of Eddie's Father ®		Room 222 ®		← Johnny Cash Show →				← Engelbert Humperdinck Show →			
AVERAGE AUDIENCE (Households (000) & %)				10,710 18.3		11,520 19.7		11,470 19.6		12,290 21.0	21.0*		21.0*	6,840 11.7	12.5*		10.8*
SHARE OF AUDIENCE %				30		31		31		33	32 *		33 *	21	22 *		20 *
AVG. AUD. BY ¼ HR. %				17.5	19.1	19.1	20.2	19.3	20.0	20.5	21.5	21.5	20.5	13.1	12.0	11.3	10.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				16,440 28.1				14,450 24.7		13,920 23.8				15,620 26.7			
				← Hee-Haw →				Beverly Hillbillies ®		← Medical Center →				← Hawaii Five-O ® →			
AVERAGE AUDIENCE (Households (000) & %)				12,640 21.6				13,690 23.4		11,760 20.1				13,280 22.7			
SHARE OF AUDIENCE %				35	20.5* 33 *		22.6* 36 *	37		31	19.9* 31 *		20.4* 32 *	41	22.5* 39 *		22.9* 43 *
AVG. AUD. BY ¼ HR. %				20.0	21.1	22.4	22.8	23.2	23.7	19.6	20.1	20.6	20.3	22.3	22.7	22.7	23.0
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				12,870 22.0						11,120 19.0				9,950 17.0			
				← The Virginian ® →						← Kraft Music Hall (Kraftco) →				← Then Came Bronson →			
AVERAGE AUDIENCE (Households (000) & %)				8,720 14.9						8,480 14.5				8,310 14.2			
SHARE OF AUDIENCE %				24	14.5* 24 *		14.6* 23 *		15.5* 24 *	23	14.3* 22 *		14.7* 23 *	26	14.5* 25 *		13.8* 26 *
AVG. AUD. BY ¼ HR. %				14.3	14.6	14.7	14.5	15.6	15.4	14.0	14.6	14.8	14.6	14.4	14.6	14.3	13.3

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				12,050 20.6		12,230 20.9		12,110 20.7		13,050 22.3				9,240 15.8			
				Nanny and the Professor		Courtship of Eddie's Father ®		Room 222 ®		← Johnny Cash Show →				← Engelbert Humperdinck Show →			
AVERAGE AUDIENCE (Households (000) & %)				10,590 18.1		11,120 19.0		10,940 18.7		10,650 18.2	17.8*		18.6*	7,140 12.2	12.5*		11.9*
SHARE OF AUDIENCE %				28		28		28		28	27 *		29 *	23	22 *		23 *
AVG. AUD. BY ¼ HR. %				17.3	19.0	18.7	19.3	18.5	18.9	17.8	17.8	18.5	18.6	12.8	12.3	12.0	11.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				15,030 25.7				13,690 23.4		12,110 20.7				13,280 22.7			
				← Hee-Haw →				Beverly Hillbillies ®		← Medical Center →				← Hawaii Five-O ® →			
AVERAGE AUDIENCE (Households (000) & %)				11,580 19.8				12,460 21.3		9,770 16.7				10,300 17.6			
SHARE OF AUDIENCE %				30	18.9* 30 *		20.8* 31 *	31		25	16.4* 25 *		17.0* 26 *	33	18.1* 32 *		17.1* 33 *
AVG. AUD. BY ¼ HR. %				18.6	19.3	20.6	20.9	21.0	21.7	16.3	16.4	16.8	17.1	18.7	17.4	17.5	16.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				16,440 28.1						17,140 29.3				14,740 25.2			
				← The Virginian ® →						← Third Bill Cosby Special (American Motors Corp.) →				← Then Came Bronson →			
AVERAGE AUDIENCE (Households (000) & %)				11,880 20.3						13,810 23.6				11,640 19.9			
SHARE OF AUDIENCE %				31	18.5* 29 *		20.4* 30 *		22.1* 33 *	36	24.5* 37 *		22.7* 35 *	37	20.8* 37 *		19.0* 37 *
AVG. AUD. BY ¼ HR. %				18.1	18.9	19.9	20.8	22.2	22.0	24.4	24.6	23.1	22.2	21.1	20.6	19.5	18.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	56.3	57.7	59.9	62.7	63.0	64.1	63.3	64.0	64.4	65.0	64.3	63.1	58.0	57.1	55.1	52.1	
WK 2	57.7	60.1	62.6	64.6	66.7	67.9	67.8	68.2	66.5	66.1	65.5	64.2	58.0	54.9	52.6	50.3	

WEEK 2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46–49

EVE. • WED. APR. 1, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. MAR. 26, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				8,250 14.1		10,710 18.3		12,290 21.0		11,640 19.9				7,080 12.1			
				Pat Paulsen's Half a Comedy Hour		That Girl		Bewitched		← This Is Tom Jones →				← Paris 7000 →			
AVERAGE AUDIENCE (Households (000) & %)				7,310 12.5		9,650 16.5		11,520 19.7		8,370 14.3	14.7*		13.8*	5,910 10.1	10.5*		9.8*
SHARE OF AUDIENCE %				22		27		32		24	24 *		23 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %				12.1	12.9	16.0	16.9	19.5	20.0	14.8	14.6	14.5	13.2	10.5	10.4	9.8	9.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				16,200 27.7		17,260 29.5				19,660 33.6							
				Family Affair		← Jim Nabor's Hour →				← CBS Thursday Night Movies → "THE POWER" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)				14,270 24.4		12,990 22.2	22.5*		21.9*	12,690 21.7	21.2*		20.8*		22.5*		22.2*
SHARE OF AUDIENCE %				42		36	37 *		35 *	37	35 *		35 *		39 *		40 *
AVG. AUD. BY ¼ HR. %				23.3	25.4	22.4	22.7	22.3	21.5	21.6	20.8	20.8	20.8	22.4	22.6	22.8	21.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				11,060 18.9				14,220 24.3				12,580 21.5		14,630 25.0			
				← Daniel Boone →				← Ironside →				Dragnet		← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)				8,190 14.0	12.7*		15.3*	10,940 18.7	17.6*		19.7*	11,410 19.5		11,520 19.7	20.1*		19.3*
SHARE OF AUDIENCE %				24	22 *		25 *	31	28 *		33 *	33		35	35 *		35 *
AVG. AUD. BY ¼ HR. %				12.3	13.1	15.3	15.4	17.3	18.0	19.8	19.5	18.9	20.1	20.4	19.9	19.8	18.7

EVE. • THU. APR. 2, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				6,790 11.6		10,590 18.1		12,810 21.9		11,760 20.1				6,840 11.7			
				Pat Paulsen's Half a Comedy Hour		That Girl Ⓡ		Bewitched		← This Is Tom Jones →				← Paris 7000 Ⓡ →			
AVERAGE AUDIENCE (Households (000) & %)				5,970 10.2		9,420 16.1		11,880 20.3		8,540 14.6	14.4*		14.8*	5,090 8.7	8.9*		8.6*
SHARE OF AUDIENCE %				16		24		30		23	22 *		23 *	16	16 *		16 *
AVG. AUD. BY ¼ HR. %				10.2	10.3	15.1	17.0	19.6	21.0	14.8	14.0	15.3	14.4	9.5	8.3	8.4	8.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)				16,730 28.6		17,780 30.4				17,140 29.3							
				Family Affair		← Jim Nabor's Hour →				← CBS Thursday Night Movies Ⓡ → "FATE IS THE HUNTER" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)				14,920 25.5		13,100 22.4	21.5*		23.3*	11,350 19.4	19.5*		19.8*		19.7*		18.5*
SHARE OF AUDIENCE %				40		33	32 *		34 *	33	30 *		31 *		35 *		35 *
AVG. AUD. BY ¼ HR. %				24.3	26.6	21.5	21.4	23.9	22.8	19.2	19.7	20.1	19.5	20.4	19.1	19.2	17.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)				16,560 28.3				17,430 29.8				13,160 22.5		16,320 27.9			
				← It Couldn't Be Done (Bell Telephone System)				← Ironside →				Dragnet		← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)				12,750 21.8	20.9*		22.8*	13,510 23.1	21.8*		24.4*	12,110 20.7		12,520 21.4	22.5*		20.3*
SHARE OF AUDIENCE %				33	33 *		34 *	34	32 *		37 *	33		39	39 *		39 *
AVG. AUD. BY ¼ HR. %				20.2	21.6	23.4	22.1	21.1	22.4	24.4	24.4	20.1	21.4	22.9	22.0	20.9	19.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	53.7	55.3	56.9	58.9	60.2	61.2	61.8	62.2	60.7	60.3	59.8	59.5	57.9	57.6	56.5	54.1	
WK 2	56.4	58.6	62.1	65.8	66.8	66.8	67.8	69.0	66.3	65.0	63.9	63.2	58.6	55.5	53.9	50.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. MAR. 27, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				7,370 12.6		8,950 15.3		7,660 13.1		8,780 15.0				10,060 17.2			
				Flying Nun (Oscar Mayer)		Brady Bunch ®		Ghost and Mrs. Muir ®		Here Come the Brides				Love, American Style			
AVERAGE AUDIENCE (Households (000) & %)				6,670 11.4		8,370 14.3		6,670 11.4		7,080 12.1	11.4*		12.7*	8,010 13.7	14.0*		13.4*
SHARE OF AUDIENCE %				21		25		19		21	19 *		22 *	25	25 *		25 *
AVG. AUD. BY ¼ HR. %				10.9	11.9	14.3	14.3	11.3	11.5	11.2	11.6	12.4	13.0	14.0	14.1	13.5	13.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,230 20.9				13,400 22.9		14,920 25.5								
			CBS News Adventure "INCREDIBLE AUTO RACE" (7:30-8:30PM)				Hogan's Heroes		CBS Friday Night Movies® "WHERE THE BOYS ARE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			9,070 15.5	14.8*		16.3*	12,230 20.9		10,060 17.2	18.1*		17.7*		17.3*			15.6*
SHARE OF AUDIENCE %			28	28 *		28 *	36		30	31 *		30 *		30 *			29 *
AVG. AUD. BY ¼ HR. %			15.1	14.4	16.1	16.6	20.3	21.4	18.4	17.8	17.7	17.8	17.4	17.3	17.1		14.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,330 24.5				14,920 25.5						10,530 18.0				
			High Chaparral				Name of the Game						Bracken's World				
AVERAGE AUDIENCE (Households (000) & %)			11,290 19.3	18.7*		19.8*	10,470 17.9	17.5*		18.1*		18.2*	7,960 13.6	13.6*			13.7*
SHARE OF AUDIENCE %			35	35 *		34 *	30	30 *		31 *		31 *		25	24 *		26 *
AVG. AUD. BY ¼ HR. %			18.3	19.2	19.7	19.9	17.9	17.1	17.9	18.4	18.3	18.0	14.1	13.1	13.4		14.0
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,250 12.4		7,900 13.5		7,370 12.6		11,290 19.3				11,350 19.4				
			Flying Nun (Co-sponsor)		Brady Bunch ®		Ghost and Mrs. Muir ®		Here Come the Brides				Love, American Style®				
AVERAGE AUDIENCE (Households (000) & %)			6,140 10.5		7,140 12.2		6,320 10.8		8,950 15.3	14.9*		15.7*	8,950 15.3	15.3*			15.3*
SHARE OF AUDIENCE %			19		21		18		26	25 *		27 *		29	28 *		30 *
AVG. AUD. BY ¼ HR. %			10.2	10.7	11.9	12.5	10.6	11.1	14.4	15.3	15.7	15.8	15.2	15.5	15.6		15.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			18,310 31.3						15,680 26.8				14,100 24.1				
				Cinderella® (7:30-9:00PM)						Don Knotts Special (9:00-10:00PM)				Like Hep ® (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %)			12,400 21.2	19.1*		20.8*		23.7*	12,230 20.9	21.1*		20.7*	11,410 19.5	19.9*			19.2*
SHARE OF AUDIENCE %			37	34 *		35 *		40 *	35	36 *		35 *		37	36 *		37 *
AVG. AUD. BY ¼ HR. %			18.6	19.6	20.2	21.4	23.5	24.0	21.1	21.1	20.7	20.6	19.8	20.0	19.8		18.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,980 23.9				13,920 23.8						9,480 16.2				
				The Unexplained (Weyerhauser Co.)					Name of the Game				Bracken's World®				
AVERAGE AUDIENCE (Households (000) & %)			10,650 18.2	18.5*		18.0*	9,710 16.6	16.5*		17.0*		16.4*	6,900 11.8	12.6*			11.0*
SHARE OF AUDIENCE %			32	33 *		31 *	28	28 *		29 *		28 *		22	23 *		21 *
AVG. AUD. BY ¼ HR. %			17.8	19.1	18.4	17.6	16.5	16.5	16.9	17.2	16.9	15.9	13.2	12.0	11.1		10.8
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	51.4	53.0	52.7	54.1	57.4	58.3	58.7	58.9	59.1	58.9	58.7	58.7	57.3	56.7	55.4		51.9
WK 2	48.4	50.7	54.1	56.7	58.5	59.4	58.8	59.0	58.5	59.7	59.3	58.7	55.8	54.4	53.2		49.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • FRI. APR. 3, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. APR. 28, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,120 19.0				12,640 21.6				10,240 17.5						
	(1)		Undersea World of Jacques Cousteau "THE WATER PLANET"				Lawrence Welk Show				Jimmy Durante Presents the Lennon Sisters Hour						
AVERAGE AUDIENCE (Households (000) & %)			7,610 13.0				9,770 16.7				7,430 12.7						
SHARE OF AUDIENCE %			23	13.0* 23 *		12.9* 22 *	27	16.0* 26 *		17.5* 28 *	21	12.9* 21 *			12.6* 21 *		
AVG. AUD. BY ¼ HR. %	13.7		12.8	13.2	12.9	12.9	15.8	16.1	17.6	17.4	13.2	12.6		12.7	12.6		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,850 27.1				13,460 23.0		10,350 17.7		11,580 19.8			13,460 23.0			
			Jackie Gleason Show (R)				My Three Sons		Green Acres		Petticoat Junction				Mannix (R)		
AVERAGE AUDIENCE (Households (000) & %)			11,580 19.8				11,990 20.5		9,650 16.5		10,650 18.2			10,650 18.2			
SHARE OF AUDIENCE %			34	17.9* 32 *		21.8* 36 *	33		27		30			32	18.0* 30 *		18.4* 33 *
AVG. AUD. BY ¼ HR. %			16.8	18.9	21.0	22.7	20.6	20.4	16.3	16.6	17.8	18.6		18.0	18.0	18.6	18.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,090 25.8				13,920 23.8		18,370 31.4								
			Andy Williams Show (R)				Adam 12		NBC Saturday Night at the Movies "MY SIX LOVES" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			11,000 18.8				12,400 21.2		12,810 21.9		20.2*		22.4*		22.5*		22.7*
SHARE OF AUDIENCE %			33	18.0* 32 *		19.5* 33 *	35		37		33 *		37 *		38 *		41 *
AVG. AUD. BY ¼ HR. %			17.4	18.7	19.6	19.4	20.9	21.6	19.8		20.5	22.5	22.4	22.2	22.7	23.1	22.3

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,950 17.0		9,420 16.1		12,340 21.1				10,120 17.3						
			Let's Make a Deal		Newlywed Game		Lawrence Welk Show				Jimmy Durante Presents the Lennon Sisters Hour						
AVERAGE AUDIENCE (Households (000) & %)			9,010 15.4		8,660 14.8		9,710 16.6	16.3*		17.0*	7,780 13.3	13.2*			13.3*		
SHARE OF AUDIENCE %			29		25		27	27 *		28 *	24	23 *			24 *		
AVG. AUD. BY ¼ HR. %			14.8	15.9	14.5	15.0	15.9	16.6	17.3	16.8	13.2	13.2		13.4	13.2		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,400 22.9				11,880 20.3		12,110 20.7		11,820 20.2			12,870 22.0			
			Jackie Gleason Show (R)				My Three Sons		Green Acres		Petticoat Junction				Mannix (R)		
AVERAGE AUDIENCE (Households (000) & %)			10,350 17.7				11,230 19.2		10,590 18.1		11,000 18.8			10,180 17.4			
SHARE OF AUDIENCE %			32	15.9* 30 *		19.4* 33 *	32		30		32			33	17.2* 32 *		17.7* 35 *
AVG. AUD. BY ¼ HR. %			15.5	16.3	19.1	19.7	19.3	19.2	17.7	18.6	18.8	18.9		17.1	17.3	18.0	17.4
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,100 22.4				12,460 21.3		18,190 31.1								
			Andy Williams Show (R)				Adam 12		NBC Saturday Night at the Movies (R) "PINK JUNGLE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			10,000 17.1				11,520 19.7		11,700 20.0		20.1*		20.5*		19.7*		19.8*
SHARE OF AUDIENCE %			31	16.4* 31 *		17.7* 30 *	33		36		33 *		35 *		36 *		39 *
AVG. AUD. BY ¼ HR. %			15.8	17.1	17.8	17.6	19.2	20.2	20.2		20.0	20.9	20.1	19.8	19.7	20.1	19.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	48.6	51.1	53.9	57.4	59.2	60.3	61.2	61.6	61.8	62.2	61.4	60.6	59.5	58.9	56.8	54.9	
WK 2	47.1	49.4	52.3	55.1	57.9	58.5	59.8	60.9	61.1	60.2	58.4	57.5	54.8	53.8	52.4	50.2	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49 (1) ABC WIDE WORLD OF SPORTS (5:00-7:05PM), FOR RATINGS SEE PAGE 38.

EVE. • SAT. APR. 4, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAR. 29, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV	Land of the Giants®				The F.B.I. ® (Ford)						ABC Sunday Night Movies® "THE CHASE" (9:00-11:45PM)(1)						
TOTAL AUDIENCE (Households (000) & %)	8,540 14.6				12,340 21.1				16,560 28.3								
AVERAGE AUDIENCE (Households (000) & %)	5,790 9.9				9,420 16.1				9,950 17.0								
SHARE OF AUDIENCE %	18	9.6*		10.3*	26	15.0*		17.2*	32	17.8*		17.3*		17.3*		16.5*
AVG. AUD. BY ¼ HR. %	9.8	19 *	9.7	18 *	14.9	24 *	17.1	27 *	18.2	28 *	17.3	27 *	17.6	31 *	16.7	31 * 16.4
CBS TV	Lassie®	To Rome with Love			Ed Sullivan Show				Glen Campbell Hour					Mission: Impossible ®			
TOTAL AUDIENCE (Households (000) & %)	9,480 16.2		11,290 19.3		16,500 28.2				12,750 21.8				13,050 22.3				
AVERAGE AUDIENCE (Households (000) & %)	8,250 14.1		10,120 17.3		12,930 22.1				10,590 18.1				10,530 18.0				
SHARE OF AUDIENCE %	28		30		35	21.1*		23.1*	29	17.9*		18.2*		18.2*		17.8*
AVG. AUD. BY ¼ HR. %	13.5	14.8	16.4	18.3	20.5	34 *	23.1	36 *	17.6	28 *	18.0	29 *	18.4	33 *	18.1	34 * 17.4
NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney "NATURE'S STRANGEST ODDBALLS" (Gulf Oil Corp.)				Bill Cosby Show (P & G)			Bonanza					Bold Ones ®		
TOTAL AUDIENCE (Households (000) & %)	10,760 18.4		19,190 32.8				14,220 24.3		17,430 29.8				12,050 20.6				
AVERAGE AUDIENCE (Households (000) & %)	9,540 16.3		13,860 23.7				13,050 22.3		14,860 25.4				9,590 16.4				
SHARE OF AUDIENCE %	32		40	23.0*		24.5*	35		40	25.0*		25.8*		16.7*		16.1*
AVG. AUD. BY ¼ HR. %	15.2	17.4	22.4	40 * 23.6	24.3	39 * 24.7	22.1	22.6	24.4	39 * 25.5	26.4	41 * 25.3	17.0	30 * 16.3	16.4	30 * 15.8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 2																	
ABC TV	Land of the Giants®				The F.B.I. ® (Co-sponsor)						ABC Sunday Night Movies® "THE LONELY MAN" (9:00-10:50PM)						
TOTAL AUDIENCE (Households (000) & %)	8,830 15.1				12,290 21.0				13,980 23.9								
AVERAGE AUDIENCE (Households (000) & %)	5,790 9.9				9,590 16.4				8,600 14.7								
SHARE OF AUDIENCE %	19	9.7*		10.1*	26	15.0*		17.7*	26	15.3*		14.0*		15.1*		
AVG. AUD. BY ¼ HR. %	10.0	20 * 9.5	10.1	19 * 10.2	14.7	25 * 15.4	17.5	28 * 18.0	15.6	24 * 14.9	13.8	23 * 14.3	15.2	28 * 15.1	14.8	11.4
CBS TV	Lassie®	To Rome with Love			Ed Sullivan Show				Glen Campbell Hour®					Mission: Impossible ®			
TOTAL AUDIENCE (Households (000) & %)	10,240 17.5		9,480 16.2		16,030 27.4				12,990 22.2				13,160 22.5				
AVERAGE AUDIENCE (Households (000) & %)	8,660 14.8		8,420 14.4		11,290 19.3				10,120 17.3				10,300 17.6				
SHARE OF AUDIENCE %	31		26		31	17.3*		21.4*	28	17.5*		17.0*		17.8*		17.3*
AVG. AUD. BY ¼ HR. %	14.4	15.2	13.7	15.1	16.5	29 * 18.1	20.9	33 * 21.9	18.0	28 * 17.1	16.9	28 * 17.0	17.9	35 17.7	17.5	36 * 17.2
NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney® "THE HOUND THAT THOUGHT HE WAS A RACCOON" (Co-sponsor)				Bill Cosby Show (P & G)			Bonanza					Bold Ones ®		
TOTAL AUDIENCE (Households (000) & %)	9,300 15.9		18,780 32.1				14,570 24.9		17,260 29.5				11,470 19.6				
AVERAGE AUDIENCE (Households (000) & %)	7,960 13.6		14,100 24.1				12,870 22.0		13,860 23.7				8,600 14.7				
SHARE OF AUDIENCE %	28		42	23.0*		25.3*	34		38	23.9*		23.5*		15.1*		14.4*
AVG. AUD. BY ¼ HR. %	12.7	14.6	22.1	42 * 23.8	25.5	42 * 25.1	21.8	22.1	23.6	38 * 24.2	23.9	39 * 23.2	15.6	28 * 14.5	14.2	30 * 14.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	49.7	51.5	55.3	58.9	61.4	63.1	63.8	63.8	62.9	63.8	64.1	62.8	56.7	55.0	53.9	51.8	
WK 2	46.3	49.4	52.7	56.3	59.5	61.5	63.6	64.7	63.4	62.6	61.4	60.6	54.6	52.4	50.7	46.0	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SUN. APR. 5, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. APR. 6, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			11,930 / 20.4				14,160 / 24.2								3,800 / 6.5		
				3 M Special "THIS LAND IS MINE" (Minn. Mining & Mfg.)				ABC Monday Night Movies "AN EYE FOR AN EYE" (8:30-10:25PM)								Now (Phoenix Mutual Life Ins.)		
	AVERAGE AUDIENCE (Households (000) & %)			8,370				9,950								3,280		
	SHARE OF AUDIENCE %			14.3	14.5*		14.2*	17.0	15.0*		17.4*		18.4*		17.1*	5.6		
	AVG. AUD. BY ¼ HR. %			22	24 *		21 *	27	23 *		27 *		30 *		30 *	12		
				15.0	14.0	14.3	14.1	14.6	15.5	17.2	17.7	18.4	18.3	18.2	15.5	5.9	5.3	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			15,740 / 26.9				13,340 / 22.8		15,390 / 26.3		14,510 / 24.8		16,500 / 28.2				
				Gunsmoke ®				Here's Lucy ®		Mayberry R.F.D. (General Foods)		Doris Day Show		Carol Burnett Show ®				
	AVERAGE AUDIENCE (Households (000) & %)			12,170				12,230		13,750		13,460		12,810				
	SHARE OF AUDIENCE %			20.8	19.6*		21.9*	20.9		23.5		23.0		21.9	21.8*		21.9*	
	AVG. AUD. BY ¼ HR. %			33	32 *		33 *	31		36		37		42	39 *		46 *	
				18.7	20.5	21.7	22.1	20.6	21.1	22.8	24.1	22.9	23.1	21.9	21.7	22.3	21.6	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,760 / 20.1		19,600 / 33.5				15,150 / 25.9								
				My World and Welcome to It ®		Rowan & Martin Laugh-In ®						NBC Monday Night at the Movies ® "JIGSAW" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)			9,480		14,680				8,780								
	SHARE OF AUDIENCE %			16.2		25.1	23.5*		26.8*	15.0	16.3*		14.9*		14.3*		14.6*	
	AVG. AUD. BY ¼ HR. %			26		38	35 *		40 *	26	25 *		24 *		23 *		[illegible]	
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			10,410 / 17.8				12,230 / 20.9										
				It Takes a Thief ®				ABC Monday Night Movies "WHERE THE BULLETS FLY" (8:30-10:30PM)								Now (Sustainer)		
	AVERAGE AUDIENCE (Households (000) & %)			7,900				6,030										
	SHARE OF AUDIENCE %			13.5	13.5*		13.6*	10.3	12.4*		11.1*		9.3*		8.2*			
	AVG. AUD. BY ¼ HR. %			21	22 *		21 *	16	19 *		17 *		15 *		14 *			
				13.1	13.8	13.3	13.9	13.1	11.8	11.5	10.7	9.4	9.1	9.4	7.0			
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			16,150 / 27.6				13,050 / 22.3		10,760 / 18.4		10,300 / 17.6		12,290 / 21.0				
				Gunsmoke ®				Here's Lucy ®		Mayberry R.F.D. (Philip Morris) ®		Doris Day Show ®		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)			12,690				11,990		9,540		9,420		9,710				
	SHARE OF AUDIENCE %			21.7	21.2*		22.2*	20.5		16.3		16.1		16.6	16.8*		16.4*	
	AVG. AUD. BY ¼ HR. %			34	34 *		34 *	31		25		25		30	29 *		31 *	
				20.8	21.7	22.5	21.8	20.1	20.9	16.8	15.9	15.9	16.3	16.7	16.9	16.9	15.9	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			9,890 / 16.9		20,240 / 34.6				23,280 / 39.8				18,950 / 32.4				
				My World and Welcome to It ®		Rowan & Martin Laugh-In ®					Chrysler Presents The Bob Hope Show (Chrysler)				Bing Crosby—Cooling It (Carrier Corp.)			
	AVERAGE AUDIENCE (Households (000) & %)			8,540		15,150				19,540				15,440				
	SHARE OF AUDIENCE %			14.6		25.9	22.9*		28.8*	33.4	33.0*		33.8*		27.6*		25.1*	
	AVG. AUD. BY ¼ HR. %			24		40	35 *		44 *	52	51 *		53 *		45 *		45 *	
				14.5	14.6	21.6	24.2	28.1	29.5	32.9	33.1	34.1	33.5	27.5	27.7	26.5	23.8	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	54.4	57.1	60.2	62.3	65.4	66.9	66.0	66.9	65.5	63.9	62.1	61.4	58.5	54.5	49.5	46.1
		WK 2	57.0	59.9	61.3	62.9	64.2	65.6	65.7	66.1	65.7	64.6	63.6	62.8	59.5	58.2	55.5	50.9

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-53

EVE. • MON. APR. 13, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. APR. 7, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			16,150 / 27.6				14,100 / 24.1		20,530 / 35.1					32,700 / 55.9			
				Mod Squad				Mad, Mad, Mad Comedians (Pepsico)			Robert Goulet Show				1970 Academy Awards (10:00-12:25AM)(1) (Eastman-Kodak)			
	AVERAGE AUDIENCE (Households (000) & %)			12,750 / 21.8				12,520 / 21.4		14,390 / 24.6					25,390 / 43.4			
	SHARE OF AUDIENCE %			39	20.3* / 37 *		23.4* / 40 *	33		38	22.3* / 34 *		26.9* / 43 *		43.8* / 78	43.8* / 69 *		46.1* / 74 *
	AVG. AUD. BY ¼ HR. %			19.1	21.5	23.1	23.7	21.9	20.9	21.9	22.8	26.0	27.8		42.3	45.3	45.6	46.5
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,580 / 19.8				17,260 / 29.5				12,340 / 21.1			3,920 / 6.7			
				Lancer				Red Skelton Hour				Governor and J. J. ®			CBS News Hour "MYSTERY OF PAIN" (10:00-10:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)			9,130 / 15.6				12,750 / 21.8				10,710 / 18.3			3,160 / 5.4			
	SHARE OF AUDIENCE %			25	15.1* / 25 *		16.0* / 25 *	32	18.9* / 28 *		24.6* / 36 *	28			9			
	AVG. AUD. BY ¼ HR. %			14.6	15.6	15.9	16.1	18.0	19.8	25.1	24.2	18.6	18.0		6.2	4.7		
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)							10,760 / 18.4		11,930 / 20.4								
				NBC White Paper "POLLUTION IS A MATTER OF CHOICE" (Sustainer)				Julia			First Tuesday							
	AVERAGE AUDIENCE (Households (000) & %)							9,300 / 15.9		5,670 / 9.7	12.6* / 19 *		11.5* / 18 *			7.9* / 13 *		6.7* / 12 *
	SHARE OF AUDIENCE %							24		16								
	AVG. AUD. BY ¼ HR. %																	
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			15,850 / 27.1				19,310 / 33.0								24.0		
				Mod Squad ®				Movie of the Week ® "OVER THE HILL GANG" (8:30-9:30PM & 10:00-10:30PM)				Apollo 13 (9:30-10:00PM) (Sustainer)		Movie of the Week "OVER THE HILL GANG" (8:30-9:30PM & ® 10:00-10:30PM)		Marcus Welby, M.D. (10:30-11:30PM)(1)		
	AVERAGE AUDIENCE (Households (000) & %)			11,700 / 20.0				11,880 / 20.3			19.4*				22.6* / 39 *	11,170 / 19.1 / 40		20.8* / 41 *
	SHARE OF AUDIENCE %			31	17.6* / 29 *		22.5* / 34 *	32	18.9* / 29 *		30 *							
	AVG. AUD. BY ¼ HR. %			15.7	19.5	22.5	22.5	19.0	18.8	18.9	19.8			23.2	22.0	21.2		20.4
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			17,320 / 29.6				16,560 / 28.3				12,690 / 21.7		10,060 / 17.2				
				National Geographic Special "HOLLAND AGAINST THE SEA" (7:30-8:30PM)				Red Skelton Hour ®				Apollo 13 (9:30-10:00PM) (Westinghouse)		60 Minutes "VARIOUS SUBJECTS"				
	AVERAGE AUDIENCE (Households (000) & %)			12,810 / 21.9				12,520 / 21.4				11,290 / 19.3		6,550 / 11.2				
	SHARE OF AUDIENCE %			34	20.9* / 34 *		22.8* / 34 *	33	20.8* / 32 *		22.1* / 34 *	30			12.3* / 21 *			10.1* / 20 *
	AVG. AUD. BY ¼ HR. %			20.8	21.0	22.7	22.9	20.7	20.8	22.9	21.2	19.7	18.8	13.2	11.4	10.2		9.9
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)	13,750 / 23.5				8,780 / 15.0		12,400 / 21.2		14,510 / 24.8								
				Apollo 13 (Gulf Oil Corp.)		Debbie Reynolds Show		Julia		NBC Tuesday Night at the Movies ® "THE D.A. MURDER ONE" (7:30-8:30PM & 9:35-11:35PM)		Apollo 13 (9:20-9:55PM)(2) (Gulf Oil Corp.)		NBC Tuesday Night at the Movies ® "THE D.A. MURDER ONE" (9:00-9:20PM & 9:55-11:35PM)(1)				
	AVERAGE AUDIENCE (Households (000) & %)	9,300 / 15.9			15.3* / 12.4	7,250 / 12.4		10,650 / 18.2		8,720 / 14.9					14.7* / 25 *			14.9* / 29 *
	SHARE OF AUDIENCE %	29	16.5* / 31 *		27 *	19		28		28								
	AVG. AUD. BY ¼ HR. %	16.9	16.1	15.7	14.9	11.9	12.8	17.7	18.6	15.5	15.1		13.0	14.4	15.1	15.0		14.8
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	51.1	53.9	57.8	60.7	63.2	65.2	66.9	67.9	68.7	67.4	65.3	63.3	61.4	59.5	57.6		55.8
	TV HOUSEHOLDS USING TV (See Def. 1) WK 2	56.9	57.6	60.0	63.1	65.8	66.4	65.7	66.1	66.1	65.3	63.8	62.0	58.6	56.2	51.9		49.0

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-53

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.
(2) FOR RATINGS, SEE OP PAGES.

EVE. • TUE. APR. 14, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. APR. 8, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,520 / 21.4		11,930 / 20.4		11,520 / 19.7		15,440 / 26.4					9,890 / 16.9			
			Nanny and the Professor		Courtship of Eddie's Father (R)		Room 222 (R)		← Johnny Cash Show →					← Engelbert Humperdinck Show →			
AVERAGE AUDIENCE (Households (000) & %)			10,760		11,060		10,760		12,230					7,310			
SHARE OF AUDIENCE %			18.4		18.9		18.4		20.9	20.6*		21.2*		12.5	13.5*		11.4*
AVG. AUD. BY ¼ HR. %			31		30		28		33	32 *		34 *		24	25 *		23 *
WEEK 1			17.1	19.7	18.5	19.3	18.2	18.5	20.2	21.1	21.2	21.1		14.1	12.9	11.7	11.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,810 / 21.9				12,930 / 22.1		10,240 / 17.5					12,400 / 21.2			
			← Hee-Haw →				Beverly Hillbillies (R)		← Medical Center →					← Hawaii Five-O (R) →			
AVERAGE AUDIENCE (Households (000) & %)			9,950				11,410		8,720					10,180			
SHARE OF AUDIENCE %			17.0	15.9*		18.1*	19.5		14.9	14.4*		15.3*		17.4	17.7*		17.1*
AVG. AUD. BY ¼ HR. %			28	27 *		29 *	30		24	22 *		24 *		33	32 *		35 *
WEEK 1			15.1	16.6	17.9	18.3	18.5	20.4	13.8	15.0	15.4	15.2		17.7	17.6	17.5	16.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,390 / 24.6						11,120 / 19.0					9,420 / 16.1			
			← The Virginian (R) →						← Kraft Music Hall (Kraftco) →					← Then Came Bronson (R) →			
AVERAGE AUDIENCE (Households (000) & %)			11,120						7,900					7,020			
SHARE OF AUDIENCE %			19.0	17.0*		19.5*		20.4*	13.5	14.3*		12.6*		12.0	11.9*		12.0*
WEEK 1			[illegible]	29 *		31 *		31 *	[illegible]	22 *		20 *		[illegible]	22 *		[illegible]
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,580 / 19.8		12,340 / 21.1		12,810 / 21.9		16,610 / 28.4					10,650 / 18.2			
			Nanny and the Professor		Courtship of Eddie's Father (R)		Room 222 (R) ☒		← Johnny Cash Show →					← Engelbert Humperdinck Show →			
AVERAGE AUDIENCE (Households (000) & %)			10,180		11,120		11,000		12,810					7,840			
SHARE OF AUDIENCE %			17.4		19.0		18.8		21.9	22.3*		21.6*		13.4	14.9*		11.9*
AVG. AUD. BY ¼ HR. %			30		30		29		34	34 *		33 *		25	27 *		24 *
WEEK 2			16.0	18.8	18.6	19.5	17.4	20.1	22.2	22.4	21.7	21.5		15.4	14.5	12.3	11.5
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,230 / 20.9				9,770 / 16.7		12,930 / 22.1					14,270 / 24.4			
			← Hee-Haw (R) →				Beverly Hillbillies (R)		← Medical Center →					← Hawaii Five-O (R) →			
AVERAGE AUDIENCE (Households (000) & %)			9,130				9,420		10,530					11,880			
SHARE OF AUDIENCE %			15.6	14.2*		17.0*	16.1		18.0	17.6*		18.4*		20.3	20.6*		20.0*
AVG. AUD. BY ¼ HR. %			26	25 *		27 *	25		28	27 *		28 *		39	37 *		40 *
WEEK 2			13.7	14.6	16.8	17.3	15.7	16.4	17.4	17.7	18.3	18.5		20.7	20.5	20.4	19.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			15,390 / 26.3						10,530 / 18.0					10,530 / 18.0			
			← The Virginian (R) →						← The Golddiggers (R) ☒ →					← Then Came Bronson (R) →			
AVERAGE AUDIENCE (Households (000) & %)			11,120						7,550					7,430			
SHARE OF AUDIENCE %			19.0	17.6*		19.0*		20.4*	12.9	12.8*		13.1*		12.7	13.3*		12.1*
AVG. AUD. BY ¼ HR. %			31	31 *		30 *		31 *	20	20 *		20 *		24	24 *		24 *
			17.0	18.3	19.0	19.0	20.8	20.1	12.7	12.8	13.2	13.0		13.9	12.8	12.0	12.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	48.5	52.5	56.3	60.9	62.5	64.3	64.7	65.8	64.2	64.2	63.5	61.8		55.7	53.5	51.2	47.6
WK 2	49.0	51.6	55.7	59.6	62.1	63.6	64.9	65.4	64.5	64.9	65.1	64.2		57.5	54.2	50.8	48.2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-53

☒ STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 14b.)

EVE. • WED. APR. 15, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. APR. 9, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,080 / 10.4		9,710 / 16.6		11,820 / 20.2		10,410 / 17.8					6,900 / 11.8			
			Pat Paulsen's Half a Comedy Hour		That Girl ®		Bewitched		← This Is Tom Jones →					← Paris 7000 ® →			
AVERAGE AUDIENCE (Households (000) & %)			5,270		8,370		10,710		7,720					5,150			
SHARE OF AUDIENCE %			9.0		14.3		18.3		13.2		12.8*		13.6*	8.8	9.3*		8.4*
AVG. AUD. BY ¼ HR. %			16		23		28		21		20 *		22 *	16	16 *		17 *
			9.0	9.0	13.3	15.4	18.0	18.6	12.9	12.6	14.1	13.2		9.3	9.3	8.6	8.1
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,860 / 25.4		16,560 / 28.3				18,540 / 31.7								
			Family Affair ®		← Jim Nabor's Hour →				← CBS Thursday Night Movies ® → (1) "DOCTOR, YOU'VE GOT TO BE KIDDING" (9:00-10:55PM)								
AVERAGE AUDIENCE (Households (000) & %)			12,750		12,230				12,810								
SHARE OF AUDIENCE %			21.8		20.9	20.8*		21.0*	21.9	22.0*		22.5*			22.3*		20.8*
AVG. AUD. BY ¼ HR. %			39		33	34 *		33 *	38	35 *		37 *			40 *		40 *
			20.6	23.0	20.1	21.4	21.4	20.5	21.8	22.2	22.8	22.2		22.4	22.2	22.3	18.7
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,340 / 21.1				15,620 / 26.7				12,050 / 20.6			14,740 / 25.2			
			← Daniel Boone →				← Ironside →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			9,010				12,340				11,170			10,760			
SHARE OF AUDIENCE %			15.4	14.2*		16.6*	21.1	19.8*		22.3*	19.1			18.4	18.6*		18.2*
AVG. AUD. BY ¼ HR. %			26	25 *		27 *	33	31 *		35 *	31			31	32 *		34 *
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,440 / 11.0	12.4	8,660 / 14.8	14.8	11,240 / 19.3	19.3	12,400 / 21.2	22.4	18.0	18.0		7,250 / 12.4			
			Pat Paulsen's Half a Comedy Hour		That Girl ®		Bewitched		← This Is Tom Jones ® →					← Paris 7000 ® →			
AVERAGE AUDIENCE (Households (000) & %)			5,270		7,550		10,470		9,070					5,210			
SHARE OF AUDIENCE %			9.0		12.9		17.9		15.5	16.0*		15.1*		8.9	9.3*		8.5*
AVG. AUD. BY ¼ HR. %			16		21		29		25	25 *		25 *		16	16 *		16 *
			9.4	8.7	12.5	13.4	17.1	18.7	16.0	15.9	15.3	14.9		10.2	8.5	8.3	8.8
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,980 / 23.9		16,090 / 27.5				19,250 / 32.9								
			Family Affair ®		← Jim Nabor's Hour ® →				← CBS Thursday Night Movies ® → (2) "WHERE ANGELS GO-TROUBLE FOLLOWS" (9:00-10:55PM)								
AVERAGE AUDIENCE (Households (000) & %)			12,460		11,880				12,520								
SHARE OF AUDIENCE %			21.3		20.3	20.5*		20.1*	21.4	20.2*		21.2*			22.5*		21.7*
AVG. AUD. BY ¼ HR. %			39		33	34 *		32 *	36	32 *		34 *			39 *		41 *
			20.1	22.5	20.3	20.7	20.7	19.4	20.5	19.9	21.7	20.8		22.1	22.9	22.7	20.1
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,690 / 23.4				14,570 / 24.9				11,470 / 19.6			15,440 / 26.4			
			← Daniel Boone →				← Ironside ® →				Dragnet			← Dean Martin Show →			
AVERAGE AUDIENCE (Households (000) & %)			10,120				10,880				10,240			11,880			
SHARE OF AUDIENCE %			17.3	15.7*		19.0*	18.6	17.7*		19.4*	17.5			20.3	21.1*		19.4*
AVG. AUD. BY ¼ HR. %			30	29 *		32 *	30	29 *		31 *	28			37	36 *		37 *
			14.7	16.6	18.7	19.2	17.4	18.0	19.4	19.5	16.7	18.2		21.1	21.1	19.6	19.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	50.0	53.3	55.2	57.5	60.0	63.4	64.0	64.7	63.5	63.4	61.6	60.6		57.1	55.8	53.5	48.3
WK 2	50.2	51.7	53.1	56.6	59.3	61.1	61.3	62.7	63.6	63.0	61.6	61.4		59.0	57.3	54.9	50.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-52

(1) HIGHLIGHTS OF MASTERS GOLF(10:55-11:00PM)(SUS.)
(2) APOLLO 13(10:55-11:00PM)(S)FOR RATINGS, SEE OP PAGES.

EVE. • THU. APR. 16, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. APR. 10, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,290 / 21.0				9,360 / 16.0		9,950 / 17.0				10,350 / 17.7				
Programming			Tales From Muppetland "HEY, CINDERELLA" (R. J. Reynolds)				Ghost and Mrs. Muir (R)		Here Come the Brides				Love, American Style (R)				
AVERAGE AUDIENCE (Households (000) & %)			9,360				8,480		7,660				8,370				
SHARE OF AUDIENCE %			16.0	15.0*		17.0*	14.5		13.1	13.0*		13.3*	14.3	14.1*		14.5*	
AVG. AUD. BY ¼ HR. %			29	28 *		30 *	25		23	22 *		23 *	27	26 *		28 *	
			14.7	15.3	16.6	17.5	14.4	14.6	13.0	12.9	13.1	13.5	13.9	14.4	14.7	14.4	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,880 / 18.6				11,120 / 19.0		12,870 / 22.0								
Programming			CBS News Adventure "DIVE TO THE UNKNOWN" (7:30-8:30PM)				Hogan's Heroes (R)		CBS Friday Night Movies (R) "ADVANCE TO THE REAR" (9:00-10:55PM)								(1)
AVERAGE AUDIENCE (Households (000) & %)			7,720				9,710		8,600								
SHARE OF AUDIENCE %			13.2	13.2*		13.3*	16.6		14.7	14.8*		14.8*		14.9*		14.2*	
AVG. AUD. BY ¼ HR. %			24	25 *		24 *	29		26	25 *		26 *		28 *		28 *	
			13.3	13.0	13.2	13.3	15.7	17.6	14.4	15.1	14.8	14.8	15.1	14.8	14.7	13.4	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,750 / 21.8				14,740 / 25.2						10,060 / 17.2				
Programming			High Chaparral				Name of the Game						Bracken's World (R)				
AVERAGE AUDIENCE (Households (000) & %)			10,120				10,240						7,780				
SHARE OF AUDIENCE %			17.3	16.2*		18.4*	17.5	17.6*		17.7*		17.2*	13.3	13.7*		12.8*	
AVG. AUD. BY ¼ HR. %			32	31 *		33 *	30	30 *		30 *		30 *		26 *		25 *	
			16.8	16.1	16.4	17.5	15.7	16.8	16.5	16.8	16.8	16.5	13.5	13.7	13.8	12.8	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,380 / 10.9		9,590 / 16.4		9,180 / 15.7		10,710 / 18.3				11,290 / 19.3				
Programming			Apollo 13 Wrap-Up (7:30-8:00PM) (Gen. Foods)		Brady Bunch (R)		Ghost and Mrs. Muir (R)		Here Come the Brides (R)				Love, American Style (R)				
AVERAGE AUDIENCE (Households (000) & %)			5,320		8,130		7,840		8,070				9,070				
SHARE OF AUDIENCE %			9.1		13.9		13.4		13.8	13.6*		14.0*	15.5	15.4*		15.6*	
AVG. AUD. BY ¼ HR. %			19		26		25		26	26 *		26 *	30	29 *		30 *	
			9.0	9.2	13.5	14.3	13.0	13.8	13.9	13.3	13.7	14.3	14.6	16.3	16.1	15.1	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,940 / 18.7				9,770 / 16.7		13,050 / 22.3								
Programming			CBS News Adventure "SAIL AROUND THE WORLD WITH 5 MEN AND A GIRL" (7:30-8:30PM)				Hogan's Heroes (R)		CBS Friday Night Movies "THE THIRD DAY" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			7,490				8,310		8,600								
SHARE OF AUDIENCE %			12.8	12.8*		12.7*	14.2		14.7	13.0*		14.0*		16.0*		15.9*	
AVG. AUD. BY ¼ HR. %			25	25 *		24 *	27		28	25 *		26 *		30 *		31 *	
			12.5	13.1	12.7	12.7	13.8	14.5	12.9	13.1	13.6	14.3	15.9	16.1	16.4	15.4	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,750 / 23.5				13,860 / 23.7						8,720 / 14.9				
Programming			High Chaparral				Name of the Game (R)						Bracken's World (R)				
AVERAGE AUDIENCE (Households (000) & %)			10,000				9,480						6,490				
SHARE OF AUDIENCE %			17.1	16.4*		17.9*	16.2	15.8*		16.4*		16.2*	11.1	11.8*		10.5*	
AVG. AUD. BY ¼ HR. %			33	33 *		34 *	31	30 *		31 *		30 *	21	22 *		20 *	
			15.5	17.2	17.8	18.0	16.0	15.7	16.1	16.8	16.6	15.8	12.4	11.1	10.4	10.7	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	48.2	50.4	52.2	53.6	55.2	56.9	57.5	58.3	58.4	58.4	58.1	57.4	54.1	53.0	52.3	50.6	
WK 2	46.1	47.7	49.1	51.3	53.1	53.7	52.3	52.9	52.2	52.3	53.1	53.3	52.8	52.9	52.4	51.0	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-53

(1) HIGHLIGHTS OF MASTERS GOLF (10:55-11:00PM) (SUS.)

EVE. • FRI. APR. 17, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. APR. 11, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,940 / 18.7		11,060 / 18.9		12,400 / 21.2				9,420 / 16.1						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show →						← Jimmy Durante Presents the Lennon Sisters Hour ® →				
AVERAGE AUDIENCE (Households (000) & %)			9,650		10,180		9,300				7,020						
SHARE OF AUDIENCE %			16.5		17.4		15.9	16.2*		15.5*	12.0	12.2*			11.8*		
AVG. AUD. BY ¼ HR. %			31		30		26	27 *		26 *	21	21 *			21 *		
			15.8	17.3	16.7	18.1	16.3	16.1	15.8	15.1	12.2	12.3		12.1	11.6		
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,290 / 21.0				11,640 / 19.9		10,760 / 18.4		10,820 / 18.5		12,520 / 21.4				
			← Jackie Gleason Show ® →				My Three Sons ®		Green Acres		Petticoat Junction ®			← Mannix ® →			
AVERAGE AUDIENCE (Households (000) & %)			9,420				10,760		9,590		10,120		9,770				
SHARE OF AUDIENCE %			16.1	15.3*		16.9*	18.4		16.4		17.3		16.7	16.5*		17.0*	
AVG. AUD. BY ¼ HR. %			29	29 *		29 *	30		27		29		30	29 *		32 *	
			15.2	15.4	16.6	17.1	18.4	18.5	16.1	16.6	17.2	17.4	16.4	16.6	17.1	16.8	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,460 / 23.0				12,930 / 22.1		19,480 / 33.3								
			← Andy Williams Show ® →				Adam 12		← NBC Saturday Night at the Movies ® "SHENANDOAH" (9:00-11:15PM)(3)								
AVERAGE AUDIENCE (Households (000) & %)			10,180				12,050		13,920								
SHARE OF AUDIENCE %			17.4	16.5*		18.4*	20.6		23.8	22.1*		23.5*			24.5*		25.1*
AVG. AUD. BY ¼ HR. %			31	31 *		32 *	34		42	37 *		40 *			43 *		47 *
			15.8	17.3	17.6	18.1	18.4	18.5	17.1	16.6	17.2	17.4	16.4	16.6	17.1	16.8	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,410 / 17.8		11,170 / 19.1		13,280 / 22.7				8,720 / 14.9						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show →				(1) Apollo—Nixon In Hawaii (9:35-9:55PM)(2)		Jimmy Durante ® Presents the Lennon Sisters Hour (1)				
AVERAGE AUDIENCE (Households (000) & %)			9,070		9,770		10,060				7,080						
SHARE OF AUDIENCE %			15.5		16.7		17.2	16.7*		17.6*	12.1				11.6*		
AVG. AUD. BY ¼ HR. %			30		30		29	28 *		30 *	22				22 *		
			14.4	16.6	16.1	17.2	16.8	16.6	17.7	17.6	14.6	12.5	11.8		11.3		
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,580 / 21.5				11,230 / 19.2		10,350 / 17.7		11,120 / 19.0		11,760 / 20.1				
			← Jackie Gleason Show ® →				My Three Sons ®		Green Acres ®		Apollo—Nixon In Hawaii (9:30-10:05PM)(3) (Westinghouse)		← Mannix ® → (10:05-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)			9,130				10,180		9,180		9,010		9,480				
SHARE OF AUDIENCE %			15.6	14.6*		16.5*	17.4		15.7		15.4		16.2	15.7*		16.6*	
AVG. AUD. BY ¼ HR. %			29	28 *		29 *	30		27		28		31	29 *		33 *	
			14.7	14.5	16.2	16.9	16.9	18.0	15.6	15.9	15.3	15.2	15.7	15.7	16.3	16.9	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,100 / 22.4				11,580 / 19.8		19,250 / 32.9								
			← Andy Williams Show ® →				Adam 12		← NBC Saturday Night at the Movies ® "THE BALLAD OF JOSIE" (9:30-9:35PM & 10:00-11:25PM)		Apollo—Nixon In Hawaii (9:35-10:00PM) (Sustainer)		NBC Saturday Night at the Movies ® "THE BALLAD OF JOSIE" (9:00-9:35PM & 10:00-11:25PM)(3)				
AVERAGE AUDIENCE (Households (000) & %)			9,890				10,650		12,460								
SHARE OF AUDIENCE %			16.9	16.7*		17.0*	18.2		21.3	19.9*					21.7*		22.0*
AVG. AUD. BY ¼ HR. %			31	32 *		30 *	31		40	34 *					40 *		43 *
			16.7	16.7	17.1	16.9	18.0	18.5	19.4	20.5	21.9		21.6		21.9	21.9	22.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	47.3	49.8	52.0	55.0	57.4	59.3	61.1	61.2	60.0	60.2	58.9	58.4	57.4	56.2	53.9	52.9	
WK 2	46.8	49.1	51.3	53.7	55.5	56.8	58.6	59.2	58.6	59.4	57.3	55.9	54.2	53.2	50.4	50.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-53 (1) JIMMY DURANTE PRESENTS THE LENNON SISTERS HOUR ® (9:30-9:35PM & 9:55-10:30PM) (2) FOR RATINGS, SEE OP PAGES.
( ) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SAT. APR. 18, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. APR. 12, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
Programs		Undersea World ® of Jacques Cousteau "NIGHT OF THE SQUID"					The F.B.I. ® (Ford)						ABC Sunday Night Movies "SCARED STIFF" (9:00-11:15PM)(1)				
TOTAL AUDIENCE (Households (000) & %)	9,950 / 17.0				13,100 / 22.4				13,050 / 22.3								
AVERAGE AUDIENCE (Households (000) & %)	5,670				10,120				8,600								
SHARE OF AUDIENCE %	9.7	8.8*		10.5*	17.3	16.2*		18.4*	14.7	15.5*		15.1*		15.0*		14.2*	
AVG. AUD. BY ¼ HR. %	18	18 *		19 *	28	27 *		29 *	26	25 *		24 *		27 *		29 *	
	9.0	8.6	10.2	10.8	15.7	16.8	18.3	18.5	15.9	15.1	15.0	15.3	15.3	14.8	14.3	14.1	
WEEK 1 — CBS TV																	
Programs		Lassie ®	Charlie Brown's All-Stars ® (7:30-8:00PM)				Ed Sullivan Show			GlenCampbell Hour ®				Mission: Impossible ®			
TOTAL AUDIENCE (Households (000) & %)	10,530 / 18.0		13,750 / 23.5		15,270 / 26.1				13,050 / 22.3				12,640 / 21.6				
AVERAGE AUDIENCE (Households (000) & %)	9,010		11,930		11,230				11,120				10,060				
SHARE OF AUDIENCE %	15.4		20.4		19.2	17.5*		20.9*	19.0	18.7*		19.3*	17.2	17.8*		16.6*	
AVG. AUD. BY ¼ HR. %	31		36		31	29 *		33 *	30	30 *		31 *	33	32 *		34 *	
	14.2	16.5	19.8	21.0	16.7	18.3	20.5	21.3	18.2	19.2	19.5	19.1	17.9	17.7	17.1	16.1	
WEEK 1 — NBC TV																	
Programs		Wild Kingdom ® (Mutual of Omaha)	Wonderful World of Disney ® "THE ADVENTURES OF CHIP 'N' DALE" (Gulf Oil Corp.)				Bill Cosby Show (P & G) ®			Bonanza				Bold Ones ®			
TOTAL AUDIENCE (Households (000) & %)	10,180 / 17.4		19,010 / 32.5				13,050 / 22.3		16,320 / 27.9				11,880 / 20.3				
AVERAGE AUDIENCE (Households (000) & %)	8,780		12,460				11,930		13,340				9,360				
SHARE OF AUDIENCE %	15.0		21.3	19.4*		23.2*	20.4		22.8	22.9*		22.8*	16.0	16.9*		15.2*	
AVG. AUD. BY ¼ HR. %	30		37	35 *		39 *	32		30	36 *		36 *	31	31 *		31 *	
	12.4				13,050 / 22.3				23.7								
WEEK 2 — ABC TV																	
Programs		Land of the Giants ®				The F.B.I. ® (Co-sponsor)						ABC Sunday Night Movies ® "THE FALL OF THE ROMAN EMPIRE" (9:00-12:00MD)(1)					
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)	4,330				9,890				6,670								
SHARE OF AUDIENCE %	7.4	6.8*		8.0*	16.9	15.4*		18.5*	11.4	14.2*		12.5*		12.3*		10.8*	
AVG. AUD. BY ¼ HR. %	13	13 *		14 *	27	25 *		29 *	22	22 *		20 *		22 *		21 *	
	6.9	6.8	7.3	8.7	15.2	15.5	17.9	19.0	14.9	13.5	12.9	12.1	12.3	12.4	11.1	10.5	
WEEK 2 — CBS TV																	
Programs			Harlem Globetrotters (7:15-8:00PM) ®				Ed Sullivan Show			Glen Campbell Hour ®				Mission: Impossible ®			
TOTAL AUDIENCE (Households (000) & %)		17,430 / 29.8			17,490 / 29.9				13,810 / 23.6				13,860 / 23.7				
AVERAGE AUDIENCE (Households (000) & %)		13,860			13,510				11,230				10,760				
SHARE OF AUDIENCE %		23.7			23.1	22.3*		23.9*	19.2	19.3*		19.1*	18.4	19.3*		17.4*	
AVG. AUD. BY ¼ HR. %		41			37	36 *		38 *	30	30 *		30 *	34	34 *		34 *	
		22.7	24.0	24.3	21.2	23.4	25.1	22.7	19.3	19.3	19.2	19.0	19.6	19.1	17.8	16.9	
WEEK 2 — NBC TV																	
Programs		Wild Kingdom ® (Mutual of Omaha)	Wonderful World of Disney ® "ALMOST ANGELS" PART I (Co-sponsor)				Bill Cosby Show (P & G) ®			Bonanza			Prudential On Stage "THE TONY AWARDS" (10:00-11:45PM) (Prudential Insurance) (1)				
TOTAL AUDIENCE (Households (000) & %)	9,710 / 16.6		16,320 / 27.9				11,580 / 19.8		18,490 / 31.6				18,140 / 31.0				
AVERAGE AUDIENCE (Households (000) & %)	7,660		11,520				10,300		15,390				11,470				
SHARE OF AUDIENCE %	13.1		19.7	18.0*		21.4*	17.6		26.3	25.5*		27.0*	19.6	22.4*		20.7*	
AVG. AUD. BY ¼ HR. %	24		33	31 *		34 *	28		41	40 *		43 *	41	40 *		41 *	
	10.9	15.4	17.3	18.7	21.8	21.1	16.7	18.4	24.6	26.5	27.3	26.7	23.2	21.7	20.9	20.5	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	48.7	51.3	55.4	57.0	59.1	60.7	61.8	63.8	63.1	62.9	63.1	61.8	55.8	53.9	50.5	48.3	
WK 2	52.7	55.4	57.5	59.2	61.8	63.8	63.4	63.7	63.6	64.8	64.3	62.0	57.3	55.2	51.9	50.0	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-53

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • SUN. APR. 19, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. APR. 27, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,830 / 15.1				12,520 / 21.4								5,090 / 8.7		
			← It Takes a Thief Ⓡ				← ABC Monday Night Movies Ⓡ "THE DENVER AND RIO GRANDE" (8:30-10:30PM)								Now		
AVERAGE AUDIENCE (Households (000) & %)			6,140				7,660								4,330		
SHARE OF AUDIENCE %			10.5	9.9*		11.1*	13.1	13.1*		13.2*		13.4*		12.5*	7.4		
AVG. AUD. BY ¼ HR. %			20	20 *		21 *	22	23 *		23 *		22 *		21 *	14		
			9.8	10.0	10.9	11.2	13.0	13.2	13.3	13.2	13.2	13.5	14.1	10.9	7.6	7.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,100 / 24.1				12,400 / 21.2		14,040 / 24.0		14,270 / 24.4		18,250 / 31.2				
			← Gunsmoke Ⓡ →				Here's Lucy Ⓡ		Mayberry R.F.D. (Co-sponsor) Ⓡ		Doris Day Show Ⓡ		← Carol Burnett Show →				
AVERAGE AUDIENCE (Households (000) & %)			11,120				11,060		12,400		12,990		14,450				
SHARE OF AUDIENCE %			19.0	18.0*		20.0*	18.9		21.2		22.2		24.7	24.8*		24.6*	
AVG. AUD. BY ¼ HR. %			37	36 *		37 *	33		36		37		44	42 *		46 *	
			17.2	18.8	19.8	20.2	18.8	19.0	20.0	22.3	21.2	23.1	24.2	25.4	25.3	24.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,480 / 16.2		15,090 / 25.8				14,980 / 25.6								
			Hey, Hey, Hey-Ⓡ It's Fat Albert (Mattel)		← Rowan & Martin Laugh-In Ⓡ →						← NBC Monday Night at the Movies Ⓡ "THE HELL WITH HEROES" (9:00-11:00PM)						
AVERAGE AUDIENCE (Households (000) & %)			7,960 / 13.6		10,710 / 18.3				9,420 / 16.1								
SHARE OF AUDIENCE %			[illegible]		[illegible]	16.5*		20.2*	[illegible]	16.0*		16.1*		16.1*		16.3*	
AVG. AUD. BY ¼ HR. %			[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]		[illegible]	

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,190 / 14.0				12,110 / 20.7								3,980 / 6.8		
			← It Takes a Thief Ⓡ				← ABC Monday Night Movies Ⓡ "A HIGH WIND IN JAMAICA" (8:30-10:30PM)								Now		
AVERAGE AUDIENCE (Households (000) & %)			5,910				6,610								3,450		
SHARE OF AUDIENCE %			10.1	9.6*		10.5*	11.3	11.3*		11.4*		11.6*		10.9*	5.9		
AVG. AUD. BY ¼ HR. %			20	20 *		20 *	19	20 *		20 *		19 *		19 *	11		
			9.7	9.6	10.3	10.7	11.1	11.4	11.8	11.0	11.6	11.6	11.3	10.5	6.2	5.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,220 / 24.3				13,220 / 22.6		13,750 / 23.5		14,040 / 24.0		15,440 / 26.4				
			← Gunsmoke Ⓡ →				Here's Lucy Ⓡ		Mayberry R.F.D. (General Foods) Ⓡ		Doris Day Show Ⓡ		← Carol Burnett Show Ⓡ →				
AVERAGE AUDIENCE (Households (000) & %)			10,880				11,760		12,460		12,810		11,990				
SHARE OF AUDIENCE %			18.6	18.0*		19.3*	20.1		21.3		21.9		20.5	20.9*		20.2*	
AVG. AUD. BY ¼ HR. %			37	37 *		37 *	36		37		36		37	36 *		39 *	
			17.2	18.7	19.2	19.4	19.7	20.5	20.4	22.2	21.9	22.0	20.8	20.9	20.5	19.9	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,310 / 12.5		14,920 / 25.5				15,390 / 26.3								
			My World and Welcome to It Ⓡ		← Rowan & Martin Laugh-In Ⓡ →						← NBC Monday Night at the Movies Ⓡ "KID GALAHAD" (9:00-11:00PM)						
AVERAGE AUDIENCE (Households (000) & %)			5,970		10,710				10,180								
SHARE OF AUDIENCE %			10.2		18.3	16.2*		20.4*	17.4	15.9*		17.4*		18.3*		18.1*	
AVG. AUD. BY ¼ HR. %			21		34	31 *		36 *	31	27 *		29 *		32 *		35 *	
			10.2	10.2	15.2	17.1	19.9	20.9	15.8	16.1	17.1	17.7	18.3	18.3	18.8	17.4	

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	45.2	47.0	48.6	50.5	52.0	55.6	56.5	57.8	57.8	59.0	59.1	60.3	59.8	57.8	55.6	51.8	
WK 2	45.5	46.3	47.3	48.9	51.2	53.4	55.1	57.5	57.1	59.0	59.9	60.3	58.2	57.3	53.9	50.5	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77.

EVE. • MON. MAY 4, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. APR. 28, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,760 20.1				14,920 25.5							15,270 26.1			
			Mod Squad®						Movie of the Week® "DAUGHTER OF THE MIND"					Marcus Welby, M.D.®			
AVERAGE AUDIENCE (Households (000) & %)			8,600 14.7				10,180 17.4							12,690 21.7			
SHARE OF AUDIENCE %			29	13.5* 28 *		15.9* 31 *		14.9* 26 *		17.5* 30 *		19.8* 34 *			21.4* 39 *		22.1* 43 *
AVG. AUD. BY ¼ HR. %			13.2	13.8	15.5	16.3	14.7	15.2	17.1	17.9	19.6	19.9		20.8	21.9	22.7	21.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,180 17.4				16,380 28.0				12,460 21.3			9,180 15.7			
			Lancer				Red Skelton Hour®				Governor and J. J.®			60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			7,610 13.0				12,460 21.3				10,710 18.3			6,730 11.5			
SHARE OF AUDIENCE %			26	12.5* 26 *		13.6* 26 *		20.3* 36 *		22.4* 38 *					12.8* 23 *		10.2* 20 *
AVG. AUD. BY ¼ HR. %			12.1	12.8	13.3	13.9	19.7	21.0	22.4	22.3	18.4	18.1		13.5	12.1	10.9	9.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,250 12.4		7,430 12.7		10,530 18.0		13,980 23.9								
			I Dream of Jeannie		Debbie Reynolds Show®		Julia (General Foods)										
									NBC Tuesday Night at the Movies® "DESTINY OF A SPY" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			6,260 10.7		6,490 11.1		8,950 15.3		7,310 12.5								
SHARE OF AUDIENCE %			22		21		27		22	12.2* 21 *		12.9* 22 *			12.8* 23 *		12.0* 23 *
AVG. AUD. BY ¼ HR. %																	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,050 22.3				14,740 25.2							17,260 29.5			
			Mod Squad®						Movie of the Week® "THE YOUNG LAWYERS" (8:30-9:50PM)				(1)	Marcus Welby, M.D.® (10:00-10:50PM)			(2)
AVERAGE AUDIENCE (Households (000) & %)			9,010 15.4				9,830 16.8							14,390 24.6			
SHARE OF AUDIENCE %			31	13.8* 29 *		17.1* 33 *		15.2* 27 *		16.8* 29 *							
AVG. AUD. BY ¼ HR. %			13.7	13.9	16.7	17.5	15.7	14.7	16.5	17.2	19.3	18.3		23.2	25.4	25.5	23.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,820 18.5				17,610 30.1				13,750 23.5			6,900 11.8			
			Lancer				Red Skelton Hour®				Governor and J. J.®			CBS News Hour "CALIFORNIA IMPRESSIONS, CARTIER-BRESSON"			
AVERAGE AUDIENCE (Households (000) & %)			7,780 13.3				12,400 21.2				11,640 19.9			5,090 8.7			
SHARE OF AUDIENCE %			27	12.6* 27 *		14.0* 27 *		18.9* 34 *		23.6* 40 *							
AVG. AUD. BY ¼ HR. %			12.3	12.9	13.3	14.7	17.9	19.9	22.9	24.2	19.6	20.2		9.4	8.1		
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,480 16.2				9,950 17.0		13,510 23.1								
			G.E. Monogram Series "ONCE BEFORE I DIE" (Gen. Electric-Corp. Div.)				Julia® (Co-sponsor)		First Tuesday								
AVERAGE AUDIENCE (Households (000) & %)			6,260 10.7				8,420 14.4		6,030 10.3								
SHARE OF AUDIENCE %			22	10.0* 21 *		11.4* 22 *			18	9.9* 17 *		10.1* 17 *			10.8* 20 *		10.5* 21 *
AVG. AUD. BY ¼ HR. %			9.9	10.0	11.5	11.3	14.0	14.7	10.6	9.2	9.9	10.3		11.1	10.5	10.2	10.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	43.5	46.0	47.4	49.5	51.3	52.9	54.8	57.9	58.4	59.3	59.3	58.6		54.9	54.3	52.7	50.3
WK 2	44.9	45.6	46.0	48.5	50.8	53.5	54.4	56.4	58.4	59.4	59.7	58.7		55.8	54.4	52.0	47.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77

(1) OHIO AND ALABAMA PRIMARY (9:50-10:00PM) (SUS.) (S)
(2) OHIO AND ALABAMA PRIMARY (10:50-11:00PM) (SUS.) (S)

EVE. • TUE. MAY 5, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. APR. 29, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,130 / 13.9		10,120 / 17.3		10,000 / 17.1		13,810 / 23.6					8,720 / 14.9			
			Nanny and the Professor		Courtship of Eddie's Father (R)		Room 222 (R)		← Johnny Cash Show →					← Engelbert Humperdinck Show →			
AVERAGE AUDIENCE (Households (000) & %)			6,900 / 11.8		8,540 / 14.6		8,720 / 14.9		10,350 / 17.7	17.3*		18.1*		6,840 / 11.7	12.8*		10.6*
SHARE OF AUDIENCE %			26		28		26		30	30 *		30 *		22	23 *		20 *
AVG. AUD. BY ¼ HR. %			11.0	12.5	13.9	15.3	14.5	15.2	16.2	18.3	18.3	17.9		13.1	12.5	11.2	9.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,060 / 18.9				11,350 / 19.4		11,930 / 20.4					12,990 / 22.2			
			← Hee-Haw (R) →				Beverly Hillbillies (R)		← Medical Center (R) →					← Hawaii Five-O (R) →			
AVERAGE AUDIENCE (Households (000) & %)			7,780 / 13.3	12.8*		13.9*	9,770 / 16.7		9,240 / 15.8	15.4*		16.2*		10,410 / 17.8	18.0*		17.6*
SHARE OF AUDIENCE %			27	28 *		27 *	30		26	26 *		27 *		33	32 *		34 *
AVG. AUD. BY ¼ HR. %			12.4	13.3	13.4	14.3	15.4	18.0	15.1	15.7	16.2	16.2		18.1	17.9	17.5	17.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,920 / 23.8						11,820 / 20.2					10,940 / 18.7			
			← The Virginian (R) →						← Kraft Music Hall (Kraftco) →					← Then Came Bronson (R) →			
AVERAGE AUDIENCE (Households (000) & %)			9,830 / 16.8						8,310 / 14.2					8,480 / 14.5			
SHARE OF AUDIENCE %			33	15.0* / 33 *		17.0* / 33 *		18.6* / 33 *	24	13.7* / 23 *		14.6* / 24 *		27	14.4* / 26 *		14.5* / 28 *
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,550 / 12.9		8,310 / 14.2		8,620 / 14.4		12,750 / 21.8					13,050 / 22.3			
			Nanny and the Professor (R) [X]		Courtship of Eddie's Father (R) [X]		Room 222 (R) [X]		← Johnny Cash Show →					NBA Play-Offs (NEW YORK VS LOS ANGELES, 10:00-12:[illegible]M)(1)			
AVERAGE AUDIENCE (Households (000) & %)			6,610 / 11.3		7,370 / 12.6		7,610 / 13.0		9,180 / 15.7	14.3*		17.1*		7,370 / 12.6	12.9*		13.6*
SHARE OF AUDIENCE %			23		23		23		26	24 *		28 *		27	23 *		25 *
AVG. AUD. BY ¼ HR. %			10.4	12.1	12.5	12.7	12.5	13.6	13.5	15.2	16.8	17.4		13.0	12.8	13.5	13.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,460 / 23.0				11,230 / 19.2		11,640 / 19.9					15,560 / 26.6			
			← Hee-Haw (R) →				Beverly Hillbillies (R)		← Medical Center (R) →					← Hawaii Five-O (R) →			
AVERAGE AUDIENCE (Households (000) & %)			9,070 / 15.5				10,180 / 17.4		9,010 / 15.4	15.6*		15.2*		12,460 / 21.3	21.2*		21.3*
SHARE OF AUDIENCE %			30	13.9* / 29 *		17.1* / 31 *	31		26	26 *		25 *		38	37 *		39 *
AVG. AUD. BY ¼ HR. %			13.5	14.3	16.7	17.6	16.7	18.2	15.3	16.0	15.6	14.9		20.6	21.9	21.6	21.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,800 / 25.3						12,580 / 21.5					10,760 / 18.4			
			← The Virginian (R) →						← Kraft Music Hall (Kraftco) →					← Then Came Bronson (R) →			
AVERAGE AUDIENCE (Households (000) & %)			9,830 / 16.8						8,950 / 15.3					7,430 / 12.7			
SHARE OF AUDIENCE %			31	15.0* / 31 *		17.3* / 32 *		18.0* / 32 *	25	14.7* / 25 *		16.0* / 26 *		23	13.0* / 23 *		12.4* / 23 *
AVG. AUD. BY ¼ HR. %			14.8	15.2	16.7	17.8	18.4	17.6	14.3	15.1	16.2	15.8		13.1	12.8	12.7	12.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	40.3	41.1	44.0	47.6	50.7	53.7	55.5	57.3	57.1	60.1	61.0	61.0		56.6	55.2	53.4	50.6
WK 2	45.0	46.3	47.3	49.8	53.7	55.8	56.1	58.0	58.9	60.4	61.0	60.7		57.2	56.9	55.6	53.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

[X] STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 14c.)

EVE. • WED. MAY 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. APR. 30, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,190 / 14.0		8,250 / 14.1		10,060 / 17.2				11,470 / 19.6					6,840 / 11.7	
			Animal	World	That Girl ®		Bewitched ®		President Nixon-Cambodia (9:00-9:35PM) (Sustainer)		This Is Tom Jones ® (9:35-10:35PM) (1)					Paris 7000 ® (10:35-11:35PM)(1)	
AVERAGE AUDIENCE (Households (000) & %)			7,020 / 12.0		7,200 / 12.3		8,480 / 14.5				6,840 / 11.7	11.9*		11.7*		3,980 / 6.8	7.7*
SHARE OF AUDIENCE %			25		24		26				22	21 *		22 *		15	16 *
AVG. AUD. BY ¼ HR. %			11.6	12.4	11.5	13.1	14.1	15.0			11.0	12.5	11.6	11.7		8.5	7.1
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,290 / 19.3		14,860 / 25.4						14,510 / 24.8						
			Family Affair ®		Jim Nabor's Hour ®				Pres. Nixon-Cambodia (9:00-9:20PM) (SUSTAINER)	Commentary-Pres. Nixon (9:20-9:40PM) (SUSTAINER)	CBS Thursday Night Movies ® "OPERATION AMSTERDAM" (9:40-11:40PM)(1)						
AVERAGE AUDIENCE (Households (000) & %)			9,890 / 16.9		10,350 / 17.7	16.6*		18.7*			8,070 / 13.8			13.9*			14.0*
SHARE OF AUDIENCE %			36		33	32 *		33 *			28			26 *			28 *
AVG. AUD. BY ¼ HR. %			16.0	17.7	16.2	17.0	18.6	18.8			15.9	12.9	13.6	14.3		14.0	13.9
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,180 / 17.4				18,140 / 31.0						16,090 / 27.5				
			Daniel Boone				Ironside ® (8:30-9:00 & 9:40-10:10PM)		Pres. Nixon-Cambodia (9:00-9:20PM) (SUSTAINER)	Commentary-Pres. Nixon (9:20-9:40PM) (SUSTAINER)		Ironside ® (8:30-9:00 & 9:40-10:10PM)(1)			Dean Martin Show ® (10:10-11:10PM)(1)		
AVERAGE AUDIENCE (Households (000) & %)			7,020 / 12.0	11.3*		12.6*	11,230 / 19.2	16.8*					11,120 / 19.0				19.3*
SHARE OF AUDIENCE %			24	24 *		24 *	34	30 *					38				39 *
AVG. AUD. BY ¼ HR. %			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					[illegible]				[illegible]
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,080 / 10.4		8,010 / 13.7		9,950 / 17.0		10,470 / 17.9				6,030 / 10.3				
			Animal	World	That Girl ®		Bewitched ®		This Is Tom Jones ®						Paris 7000 ®		
AVERAGE AUDIENCE (Households (000) & %)			5,270 / 9.0		7,200 / 12.3		8,890 / 15.2		7,080 / 12.1	12.1*		12.0*	3,860 / 6.6	6.8*			6.4*
SHARE OF AUDIENCE %			20		25		29		21	21 *		21 *	13	13 *			13 *
AVG. AUD. BY ¼ HR. %			8.9	9.1	11.6	13.0	14.8	15.6	12.2	12.0	12.0	12.1	7.2	6.4		6.4	6.4
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,170 / 19.1		13,100 / 22.4				16,730 / 28.6								
			Family Affair ®		Jim Nabor's Hour ®				CBS Thursday Night Movies "THREE BITES OF THE APPLE" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			9,420 / 16.1		9,540 / 16.3	16.0*		16.6*	9,770 / 16.7	18.1*		17.8*		16.4*			14.6*
SHARE OF AUDIENCE %			36		32	33 *		32 *	31	32 *		31 *		30 *			29 *
AVG. AUD. BY ¼ HR. %			15.1	17.1	16.1	15.9	16.2	17.0	17.7	18.5	18.6	17.1	16.7	16.1		15.4	13.8
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,000 / 18.8				13,690 / 23.4				11,930 / 20.4		17,840 / 30.5				
			Daniel Boone				Ironside ®				Dragnet ®			Best On Record (U.S. Time)			
AVERAGE AUDIENCE (Households (000) & %)			7,430 / 12.7	12.1*		13.4*	10,120 / 17.3	15.7*		18.9*	10,590 / 18.1		14,100 / 24.1	24.1*			24.0*
SHARE OF AUDIENCE %			27	27 *		28 *	32	30 *		33 *	32		46	44 *			47 *
AVG. AUD. BY ¼ HR. %			12.4	11.7	13.2	13.7	15.2	16.1	18.5	19.3	17.3	19.0	24.0	24.2		24.1	23.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	44.2	45.1	46.0	48.3	50.7	53.3	55.0	57.2	59.1	59.2	57.1	54.6	53.7	52.6		50.5	47.9
WK 2	44.2	44.3	43.5	45.8	47.7	49.3	51.4	53.8	55.9	57.6	56.6	56.6	55.0	53.9		52.0	49.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. • THU. MAY 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · FRI. MAY 1, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,210 / 8.9		7,370 / 12.6		6,730 / 11.5		7,250 / 12.4				13,050 / 22.3				
			Flying Nun ☒ Ⓡ		Brady Bunch Ⓡ		Ghost and Mrs. Muir Ⓡ		← Love, American Style Ⓡ →					NBA Play-Offs (NEW YORK VS LOS ANGELES, 10:00-12:35AM)(1)			
AVERAGE AUDIENCE (Households (000) & %)			4,390		6,140		6,200		5,500				6,490				
SHARE OF AUDIENCE %			7.5		10.5		10.6		9.4	8.9*		9.8*	11.1	10.2*		10.4*	
AVG. AUD. BY ¼ HR. %			18		23		22		19	18 *		19 *	25	19 *		20 *	
			7.2	7.8	10.2	10.8	10.3	10.8	8.5	9.4	9.6	10.0	10.2	10.2	9.9	10.8	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,370 / 14.3		7,080 / 12.1		9,890 / 16.9		14,160 / 24.2								
			Get Smart		Tim Conway Show		Hogan's Heroes Ⓡ		← CBS Friday Night Movies "TARZAN & VALLEY OF GOLD" (9:00-10:50PM) → (2)								
AVERAGE AUDIENCE (Households (000) & %)			6,840		6,080		8,540		9,420								
SHARE OF AUDIENCE %			11.7		10.4		14.6		16.1	13.3*		15.1*		18.4*			
AVG. AUD. BY ¼ HR. %			28		23		29		31	26 *		28 *		35 *			
			11.4	12.0	10.3	10.6	14.3	14.9	13.1	13.6	14.5	15.7	18.2	18.6	19.1	16.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,520 / 21.4				13,570 / 23.2						11,470 / 19.6				
			← High Chaparral →				← Name of the Game Ⓡ →						← Bracken's World Ⓡ →				
AVERAGE AUDIENCE (Households (000) & %)			8,890				9,540						8,010				
SHARE OF AUDIENCE %			15.2	13.8*		16.5*	16.3	16.2*		16.4*		16.3*	13.7	13.2*		14.1*	
AVG. AUD. BY ¼ HR. %			35	33 *		36 *	31	33 *		32 *		30 *	26	25 *		27 *	
			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,690 / 21.7														
			←				NBA Play-Offs Finals (LOS ANGELES VS NEW YORK, 7:30-10:00PM)		→				President Nixon Press Conference (Sustainer) →				
AVERAGE AUDIENCE (Households (000) & %)			6,610														
SHARE OF AUDIENCE %			11.3	9.8*		11.0*		11.5*		12.3*		11.9*					
AVG. AUD. BY ¼ HR. %			25	26 *		26 *		25 *		25 *		23 *					
			9.8	9.9	10.7	11.3	11.5	11.4	12.0	12.6	12.6	11.1					
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,080 / 12.1		8,130 / 13.9		10,820 / 18.5		14,680 / 25.1								
			Get Smart		Tim Conway Show		Hogan's Heroes Ⓡ		← CBS Friday Night Movies "THE CROOKED ROAD" (9:00-10:00 & 10:40-11:30PM)				Pres. Nixon Press Conference (10:00-10:30PM) (Sustainer)	COMMENTARY-PRES. NIXON (10:30-10:40PM) (SUS.)	CBS Friday Night Movies "THE CROOKED ROAD" (9:00-10:00 & 10:40-11:30PM)(1)		
AVERAGE AUDIENCE (Households (000) & %)			5,730		7,020		9,070		6,900								
SHARE OF AUDIENCE %			9.8		12.0		15.5		11.8	12.2*		11.4*					
AVG. AUD. BY ¼ HR. %			25		27		33		24	25 *		22 *					
			8.7	10.9	11.4	12.7	14.6	16.4	12.5	11.9	11.5	11.3			11.8	11.9	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,470 / 17.9				15,270 / 26.1								9,650 / 16.5		
			← High Chaparral Ⓡ →				← Name of the Game Ⓡ →						Pres. Nixon Press Conference (10:00-10:30PM) (Sustainer)	COMMENTARY-PRES. NIXON (10:30-10:40PM) (SUS.)	Bracken's World Ⓡ (10:40-11:35PM)(1)		
AVERAGE AUDIENCE (Households (000) & %)			7,200				8,370								6,610		
SHARE OF AUDIENCE %			12.3	11.4*		13.2*	14.3	11.8*		14.3*		16.9*			11.3		
AVG. AUD. BY ¼ HR. %			29	29 *		30 *	29	25 *		29 *		33 *			25		
			10.7	12.0	13.2	13.1	11.9	11.7	13.4	15.2	16.2	17.7			12.3	11.5	

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	38.6	40.3	40.7	42.6	44.5	46.7	49.2	50.5	51.1	52.2	53.5	54.6	53.5	52.5	52.5	50.4	
WK 2	39.0	40.4	39.6	40.3	43.2	44.8	46.1	47.8	48.5	49.9	51.4	52.6	51.3	51.8	50.7	47.5	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77

☒ STATION FACILITIES REDUCED BY NETWORK PRE-EMPTION (SEE DEF. 10b.)

(1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

(2) KENTUCKY DERBY RPT. (10:50-11:00PM)(SUS.)(S)

EVE. · FRI. MAY 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SAT. MAY 2, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,830 / 16.8		10,880 / 18.6		12,870 / 22.0				9,130 / 15.6						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show				→	← Jimmy Durante Presents the Lennon Sisters Hour ®			→		
AVERAGE AUDIENCE (Households (000) & %)			8,130 / 13.9		9,710 / 16.6		9,130 / 15.6				6,380 / 10.9						
SHARE OF AUDIENCE %			33		35		30	15.6* / 31 *		15.6* / 29 *	20	11.3* / 21 *			10.6* / 20 *		
AVG. AUD. BY ¼ HR. %			12.7	15.0	15.9	17.4	15.7	15.5	15.4	15.7	11.4	11.1		10.7	10.5		
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,580 / 19.8				10,470 / 17.9		10,060 / 17.2		10,710 / 18.3			13,690 / 23.4			
			← CBS Special—LBJ "TRAGEDY & TRANSITION" (Connecticut Gen. Life Ins.) →				My Three Sons ®		Green Acres ®		Petticoat Junction ®		←		Mannix ®	→	
AVERAGE AUDIENCE (Households (000) & %)			8,420 / 14.4	14.5*		14.3*	9,010 / 15.4		8,720 / 14.9		9,770 / 16.7			10,650 / 18.2	18.1*		18.4*
SHARE OF AUDIENCE %			32	34 *		30 *	31		28		31			34	34 *		35 *
AVG. AUD. BY ¼ HR. %			14.7	14.4	14.9	13.7	14.8	16.0	14.5	15.2	16.0	17.4		17.9	18.2	18.5	18.4
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,750 / 21.8						15,390 / 26.3								
			←	Hallmark Hall of Fame ® "TEACHER, TEACHER" (7:30-9:00PM) (Hallmark)	→				←				NBC Saturday Night at the Movies ® "NOBODY'S PERFECT" (9:00-11:00PM)			→	
AVERAGE AUDIENCE (Households (000) & %)			7,080 / 12.1	9.8*		11.4*		15.1*	10,300 / 17.6	15.9*		18.2*			18.0*		18.2*
SHARE OF AUDIENCE %			26	23 *		24 *		30 *	33	30 *		34 *			33 *		35 *
AVG. AUD. BY ¼ HR. %			9.8	9.8	10.9	11.9	14.6	15.5	15.4	16.3	18.0	18.4	18.0	18.0	18.6	17.9	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,130 / 13.9		9,360 / 16.0		11,880 / 20.3				9,710 / 16.6						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show				→	← Jimmy Durante Presents the Lennon Sisters Hour ®			→		
AVERAGE AUDIENCE (Households (000) & %)			6,900 / 11.8		7,720 / 13.2		9,180 / 15.7	15.1*		16.4*	7,020 / 12.0	12.5*			11.4*		
SHARE OF AUDIENCE %			30		31		31	31 *		31 *	23	23 *			22 *		
AVG. AUD. BY ¼ HR. %			11.1	12.4	12.4	14.1	14.8	15.4	16.4	16.4	12.7	12.4		11.9	10.9		
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)							10,350 / 17.7		12,050 / 20.6		13,160 / 22.5			15,680 / 26.8			
			←	College—Cambodia + Confrontation (Sustainer)	→		My Three Sons ®		Green Acres ®		Petticoat Junction ®		←		Mannix ®	→	
AVERAGE AUDIENCE (Households (000) & %)							8,780 / 15.0		10,530 / 18.0		12,170 / 20.8			12,580 / 21.5	21.3*		21.7*
SHARE OF AUDIENCE %							31		34		39			43	41 *		44 *
AVG. AUD. BY ¼ HR. %							13.9	16.1	16.9	19.0	20.5	21.2		21.1	21.5	21.9	21.6
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,060 / 18.9				10,000 / 17.1		14,980 / 25.6								
			←	Harper Valley U.S.A.	→		Adam 12		←				NBC Saturday Night at the Movies ® "COUNTERPOINT" (9:00-11:15PM)(1)			→	
AVERAGE AUDIENCE (Households (000) & %)			7,610 / 13.0	12.4*		13.5*	8,950 / 15.3		7,900 / 13.5	13.5*		13.8*			13.2*		13.5*
SHARE OF AUDIENCE %			32	32 *		31 *	31		26	25 *		26 *			25 *		28 *
AVG. AUD. BY ¼ HR. %			11.6	13.2	13.2	13.8	15.0	15.7	13.7	13.3	14.0	13.5		13.2	13.1	13.5	13.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	37.3	39.2	41.7	43.7	46.2	47.7	49.3	51.4	52.7	54.3	53.4	54.3		53.7	54.0	52.6	51.2
WK 2	35.0	35.7	38.0	40.2	41.8	44.7	47.2	49.9	52.3	54.0	53.4	53.5		52.1	51.7	49.1	48.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. · SAT. MAY 9, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAY 3, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV TOTAL AUDIENCE (Households (000) & %)					11,640 19.9				15,390 26.3								
ABC TV		Byron Nelson Golf (7:00-8:00PM)(1)					3 M Special "UNSEEN WORLD" (Minn. Mining&Mfg.)						ABC Sunday Night Movies "RAGE" (9:00-11:00PM) Ⓡ				
ABC TV AVERAGE AUDIENCE (Households (000) & %)					7,430				10,590								
ABC TV SHARE OF AUDIENCE %		9.6* 24 *		8.8* 20 *	12.7 23	10.6* 20 *		14.8* 26 *	18.1 32	16.1* 28 *		17.2* 29 *		19.5* 34 *		19.6* 36 *	
ABC TV AVG. AUD. BY ¼ HR. %	9.6	9.6	9.6	8.1	10.4	10.8	14.3	15.4	15.7	16.6	17.0	17.5	19.2	19.8	20.0	19.1	
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,430 12.7		9,070 15.5		13,280 22.7				12,580 21.5				12,520 21.4				
CBS TV	Lassie Ⓡ		To Rome with Love Ⓡ				CBS Special—Cambodia "WHERE WE STAND"					GlenCampbell Hour Ⓡ			Mission: Impossible Ⓡ		
CBS TV AVERAGE AUDIENCE (Households (000) & %)	6,440 11.0		7,660 13.1		9,300 15.9				10,000 17.1				9,650 16.5				
CBS TV SHARE OF AUDIENCE %	27		28		29	15.3* 29 *		16.5* 29 *	29	16.7* 29 *		17.4* 29 *	30	16.9* 30 *		16.2* 30 *	
CBS TV AVG. AUD. BY ¼ HR. %	10.0	11.9	11.9	14.2	15.6	15.1	16.5	16.4	16.2	17.2	17.5	17.2	17.2	16.6	16.2	16.1	
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,200 12.3		18,310 31.3				12,520 21.4		15,970 27.3				11,290 19.3				
NBC TV	Wild Kingdom Ⓡ (Mutual of Omaha)		Wonderful World of Disney Ⓡ "MAN IS HIS OWN WORST ENEMY"				Bill Cosby Show (P & G) Ⓡ			Bonanza Ⓡ				Bold Ones Ⓡ			
NBC TV AVERAGE AUDIENCE (Households (000) & %)	6,440 11.0		11,230 19.2	16.8*		21.6*	11,170 19.1		12,520 21.4	20.4*		22.4*	8,830 15.1	16.1*		14.1*	
NBC TV SHARE OF AUDIENCE %	27		39	36 *		41 *	34		36	35 *		37 *	27	28 *		26 *	
NBC TV AVG. AUD. BY ¼ HR. %	10.4	11.7	15.9	17.7	20.3	22.9	18.8	19.5	20.1	20.7	22.3	22.5	16.5	15.8	14.8	13.4	
WEEK 2																	
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,410 17.8				14,800 25.3								
ABC TV		Houston Championship Golf (7:00-8:00PM)(2)					The F.B.I. Ⓡ						ABC Sunday Night Movies Ⓡ "A MAN AND A WOMAN" (9:00-11:00PM)				
ABC TV AVERAGE AUDIENCE (Households (000) & %)					7,140				7,250								
ABC TV SHARE OF AUDIENCE %		6.6* 19 *		6.3* 17 *	12.2 26	10.7* 24 *		13.7* 28 *	12.4 23	13.5* 25 *		11.0* 19 *		13.3* 25 *		11.8* 24 *	
ABC TV AVG. AUD. BY ¼ HR. %	6.4	6.8	7.0	5.7	10.2	11.2	12.9	14.6	14.7	12.3	10.9	11.2	13.5	13.1	12.3	11.2	
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,370 12.6		8,370 14.3		12,400 21.2				14,160 24.2				14,800 25.3				
CBS TV	Lassie Ⓡ		To Rome with Love				Ed Sullivan Show			Glen Campbell Hour Ⓡ				Mission: Impossible Ⓡ			
CBS TV AVERAGE AUDIENCE (Households (000) & %)	6,260 10.7		7,020 12.0		8,370 14.3				10,820 18.5				11,120 19.0				
CBS TV SHARE OF AUDIENCE %	30		30		31	12.6* 29 *		15.9* 32 *	33	17.7* 33 *		19.3* 33 *	37	18.6* 34 *		19.4* 39 *	
CBS TV AVG. AUD. BY ¼ HR. %	10.3	11.1	11.2	12.9	12.0	13.2	15.7	16.1	16.5	18.8	19.4	19.2	18.4	18.7	19.5	19.2	
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,720 13.2		13,340 22.8				11,120 19.0		16,150 27.6								
NBC TV	Wild Kingdom Ⓡ (Mutual of Omaha)		Wonderful World of Disney Ⓡ "THE SCARECROW OF ROMNEY MARSH" PART I				Bill Cosby Show (P & G) Ⓡ			Bonanza Ⓡ				Our House Divided (Sustainer)			
NBC TV AVERAGE AUDIENCE (Households (000) & %)	6,550 11.2		9,590 16.4	15.2*		17.6*	9,420 16.1		12,290 21.0	19.3*		22.8*					
NBC TV SHARE OF AUDIENCE %	31		39	38 *		40 *	33		38	36 *		39 *					
NBC TV AVG. AUD. BY ¼ HR. %	10.1	12.2	14.8	15.6	17.6	17.6	15.4	16.8	18.1	20.5	22.5	23.2					
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	39.6	42.5	44.9	48.0	51.7	54.4	56.2	57.5	57.7	58.9	60.1	60.4	57.5	56.7	55.0	52.3	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	34.9	37.4	39.1	40.5	42.9	44.9	47.4	50.7	52.8	55.0	57.7	58.6	54.5	53.5	51.7	48.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-77

(1) FOR RATINGS, SEE PAGE 54.
(2) FOR RATINGS, SEE PAGE 55.

EVE. • SUN. MAY 10, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. MAY 11, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,370 / 14.3				11,520 / 19.7								4,620 / 7.9		
			It Takes a Thief ®				ABC Monday Night Movies® "ASSAULT ON A QUEEN" (8,30-10,30PM)								Now		
AVERAGE AUDIENCE (Households (000) & %)			5,970 / 10.2				6,730 / 11.5								3,980 / 6.8		
SHARE OF AUDIENCE %			21	9.8* / 22 *		10.7* / 21 *	20	10.5* / 19 *		11.5* / 20 *		12.0* / 21 *		12.1* / 21 *	13		
AVG. AUD. BY ¼ HR. %			9.6	10.0	10.4	11.0	10.6	10.3	11.0	11.9	12.1	11.9	12.2	12.0	7.0	6.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			14,100 / 24.1				13,280 / 22.7		13,920 / 23.8		13,510 / 23.1		15,800 / 27.0				
			Gunsmoke ®				Here's Lucy ®		Mayberry R.F.D. (Philip Morris)®		Doris Day Show ®		Carol Burnett Show ®				
AVERAGE AUDIENCE (Households (000) & %)			10,180 / 17.4				11,930 / 20.4		12,460 / 21.3		12,170 / 20.8		12,230 / 20.9				
SHARE OF AUDIENCE %			36	16.0* / 36 *		18.8* / 37 *	37		38		36		38	21.0* / 36 *		20.8* / 39 *	
AVG. AUD. BY ¼ HR. %			15.3	16.8	18.4	19.3	19.7	21.1	20.7	21.9	20.8	20.9	20.9	21.0	21.2	20.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,670 / 11.4		14,740 / 25.2				14,980 / 25.6								
			My World and Welcome to It ®		Rowan & Martin Laugh-In ®				NBC Monday Night at the Movies ® "JOURNEY TO SHILOH" (9,00-11,00PM)								
AVERAGE AUDIENCE (Households (000) & %)			5,850 / 10.0		10,590 / 18.1	15.9* / 22		20.4* / 37 *	9,950 / 17.0	16.1* / 30		17.4* / 30 *		17.3* / 30 *		17.2* / 33 *	
SHARE OF AUDIENCE %			22		34	31 *		37 *	30	28 *		30 *		30 *		33 *	
AVG. AUD. BY ¼ HR. %			9.8	10.2	15.1	16.6	19.8	21.0	16.5	15.7	17.1	17.7	17.2	17.5	16.0	16.3	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13.3				20.6								5.7		
			It Takes a Thief ®				ABC Monday Night Movies® "THE PIT AND THE PENDULUM" (8,30-10,15PM)						Out of Towners (Sustainer)		Now		
AVERAGE AUDIENCE (Households (000) & %)			5,730 / 9.8				6,790 / 11.6								2,520 / 4.3		
SHARE OF AUDIENCE %			20	9.4* / 21 *		10.2* / 20 *	20	10.1* / 19 *		11.1* / 20 *		12.8* / 22 *			9		
AVG. AUD. BY ¼ HR. %			9.1	9.6	10.1	10.2	10.2	9.9	10.9	11.2	12.4	13.2	13.1		5.0	3.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			15,090 / 25.8				13,280 / 22.7		13,690 / 23.4		14,450 / 24.7		18,600 / 31.8				
			Gunsmoke ®				Here's Lucy ®		Mayberry R.F.D. (General Foods) ®		Doris Day Show ®		Carol Burnett Show ®				
AVERAGE AUDIENCE (Households (000) & %)			11,760 / 20.1				11,700 / 20.0		12,050 / 20.6		12,990 / 22.2		13,570 / 23.2				
SHARE OF AUDIENCE %			41	19.0* / 42 *		21.2* / 41 *	37		36		38		44	23.0* / 42 *		23.5* / 48 *	
AVG. AUD. BY ¼ HR. %			18.3	19.7	20.9	21.6	19.4	20.5	19.7	21.5	21.8	22.7	22.8	23.1	23.9	23.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,020 / 12.0		13,570 / 23.2				13,460 / 23.0								
			My World and Welcome to It ®		Rowan & Martin Laugh-In ®				NBC Monday Night at the Movies ® "A FUNNY THING HAPPENED ON THE WAY TO THE FORUM" (9,00-11,00PM)								
AVERAGE AUDIENCE (Households (000) & %)			5,910 / 10.1		9,070 / 15.5	13.6* / 29		17.5* / 32 *	7,080 / 12.1	13.6* / 24 *		12.2* / 21 *		11.7* / 21 *		11.0* / 22 *	
SHARE OF AUDIENCE %			22		29	26 *		32 *	22	24 *		21 *		21 *		22 *	
AVG. AUD. BY ¼ HR. %			10.2	10.1	12.4	14.7	17.4	17.6	13.8	13.3	12.5	12.0	11.7	11.8	11.4	10.7	
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	43.5	43.7	43.5	46.5	49.9	52.1	54.1	56.1	56.1	57.2	56.7	57.4	57.9	57.4	54.6	51.1
	WK 2	43.2	44.2	44.7	46.6	50.1	52.7	53.5	55.2	55.6	57.8	58.2	58.7	56.8	53.4	50.4	48.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-73

EVE. • MON. MAY 18, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. MAY 12, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,630 23.3				15,740 26.9						14,450 24.7				
			Mod Squad ®						Movie of the Week ® "THE MONK"					Marcus Welby, M.D. ®			
AVERAGE AUDIENCE (Households (000) & %)			10,410 17.8				9,590 16.4						11,880 20.3				
SHARE OF AUDIENCE %			35	16.3* 34 *		19.3* 37 *	29	17.4* 31 *		15.8* 27 *		16.0* 28 *	37	20.4* 37 *		20.3* 39 *	
AVG. AUD. BY ¼ HR. %			15.2	17.3	19.0	19.6	17.8	17.0	16.0	15.6	16.0	15.9	20.1	20.7	20.5	20.0	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,640 21.6				15,560 26.6				11,410 19.5		9,360 16.0				
				Arthur Godfrey's America "OCEAN FRONTIER" (Colgate)				Red Skelton Hour ®			Governor and J. J. ®			60 Minutes "VARIOUS SUBJECTS"			
AVERAGE AUDIENCE (Households (000) & %)			9,010 15.4				10,820 18.5				10,410 17.8		6,730 11.5				
SHARE OF AUDIENCE %			31	15.2* 31 *		15.6* 30 *	33	17.1* 31 *		19.9* 34 *	31		21	12.1* 22 *		11.0* 21 *	
AVG. AUD. BY ¼ HR. %			15.2	15.2	15.5	15.7	16.9	17.3	19.3	20.5	18.0	17.7	12.8	11.3	11.0	11.0	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,550 11.2		6,380 10.9		9,300 15.9		15,850 27.1								
			To End the War (Amendment To End The War Committee)		Debbie Reynolds Show ®			Julia ®				NBC Tuesday Night at the Movies ® "THE LONELY PROFESSION" (9:00-11:00PM)					
AVERAGE AUDIENCE (Households (000) & %)			5,670 9.7		5,320 9.1		8,130 13.9		9,360 16.0	14.8*		16.1*		16.9*		16.3*	
SHARE OF AUDIENCE %			20		17		25		29	26 *		28 *		30 *		31 *	
AVG. AUD. BY ¼ HR. %			10.0	7.7	8.[illegible]	9.5	13.1	14.7	14.8	15.9	16.[illegible]	16.2	10.[illegible]	17.4	17.0	15.[illegible]	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,060 17.2				13,200 22.4						12,640 21.6				
			Mod Squad ®						Movie of the Week ® "THE SILENT GUN"					Marcus Welby, M.D. ®			
AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6				9,070 15.5						10,180 17.4				
SHARE OF AUDIENCE %			28	11.4* 27 *		13.7* 29 *	29	14.1* 28 *		15.6* 28 *		16.7* 30 *	33	16.7* 31 *		18.1* 35 *	
AVG. AUD. BY ¼ HR. %			10.8	12.0	13.4	14.0	14.2	13.9	15.0	16.2	16.6	16.8	16.2	17.3	18.0	18.2	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,950 15.3				14,390 24.6				11,230 19.2		9,480 16.2				
				Lancer				Red Skelton Hour ®			Governor and J. J. ®			CBS News Hour "NATIONAL ENVIRONMENT TEST"			
AVERAGE AUDIENCE (Households (000) & %)			6,610 11.3				9,890 16.9				9,300 15.9		7,200 12.3				
SHARE OF AUDIENCE %			25	10.5* 25 *		12.1* 26 *	32	15.6* 31 *		18.3* 33 *	28		23	12.7* 23 *		11.9* 23 *	
AVG. AUD. BY ¼ HR. %			10.3	10.7	12.0	12.2	14.9	16.3	17.8	18.8	16.3	15.5	12.6	12.7	12.4	11.4	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,490 12.8		7,550 12.9		9,830 16.8		15,500 26.5								
			I Dream of Jeannie ®		Debbie Reynolds Show ®			Julia ®				NBC Tuesday Night at the Movies ® "RITUAL OF EVIL" (9:00-11:00PM)					
AVERAGE AUDIENCE (Households (000) & %)			6,200 10.6		6,550 11.2		8,600 14.7		8,660 14.8	13.3*		15.1*		15.8*		14.8*	
SHARE OF AUDIENCE %			25		24		29		27	24 *		27 *		29 *		29 *	
AVG. AUD. BY ¼ HR. %			10.4	10.9	10.6	11.8	14.1	15.3	13.4	13.3	15.0	15.3	16.2	15.4	14.7	15.0	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	44.5	45.2	47.7	49.3	51.1	53.4	54.9	56.2	56.9	58.7	58.2	57.9	56.4	55.2	53.9	51.5	
WK 2	40.2	41.2	41.2	43.6	46.0	47.4	49.1	51.8	54.5	56.9	56.6	56.5	54.3	54.2	52.5	50.5	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-73

EVE. • TUE. MAY 19, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. MAY 13, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,420 / 14.4		9,890 / 16.9		10,120 / 17.3		12,690 / 21.7					9,010 / 15.4			
			Nanny and the Professor ®		Courtship of Eddie's Father ®		Room 222 ®		Johnny Cash Show					Engelbert Humperdinck Show			
AVERAGE AUDIENCE (Households (000) & %)			7,310 / 12.5		8,830 / 15.1		9,130 / 15.6		10,000 / 17.1	16.7*		17.5*		6,960 / 11.9	12.1*		11.8*
SHARE OF AUDIENCE %			26		28		27		28	28 *		28 *		21	21 *		22 *
AVG. AUD. BY ¼ HR. %			11.8	13.1	14.6	15.5	15.1	16.1	16.4	16.9	17.7	17.3		12.2	12.0	11.9	11.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,990 / 22.2				11,760 / 20.1		12,580 / 21.5					15,030 / 25.7			
			Hee-Haw ®				Beverly Hillbillies ®		Medical Center ®					Hawaii Five-O ®			
AVERAGE AUDIENCE (Households (000) & %)			9,130 / 15.6	14.7*		16.6*	10,820 / 18.5		9,890 / 16.9	16.3*		17.4*		12,690 / 21.7	22.1*		21.2*
SHARE OF AUDIENCE %			31	30 *		31 *	32		27	27 *		28 *		39	39 *		40 *
AVG. AUD. BY ¼ HR. %			14.4	15.0	15.7	17.4	17.9	19.0	16.1	16.6	17.1	17.6		21.7	22.5	21.9	20.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			13,220 / 22.6						14,450 / 24.7					10,590 / 18.1			
			The Virginian ®						America's Junior Miss Pageant					Then Came Bronson ®			
AVERAGE AUDIENCE (Households (000) & %)			9,590 / 16.4	15.0*		16.1*		17.9*	11,700 / 20.0	19.5*		20.5*		7,840 / 13.4	14.4*		12.3*
SHARE OF AUDIENCE %			31	31 *		30 *		31 *	32	32 *		33 *		24	25 *		23 *
AVG. AUD. BY ¼ HR. %			14.8	15.3	15.8	16.4	18.1	17.8	19.0	19.9	20.4	20.5		15.4	13.4	12.9	11.7
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12.0		14.6		15.5		18.9					11.[illegible]			
			Nanny and the Professor ®		Courtship of Eddie's Father ®		Wayne and Shuster "TAKE A LOOK AT LOVE" (Bristol Myers)		Johnny Cash Show ®					Mission Possible "THEY CARE FOR A NATION" (Xerox Corp.)			
AVERAGE AUDIENCE (Households (000) & %)			5,970 / 10.2		7,490 / 12.8		6,200 / 10.6		8,070 / 13.8	13.7*		13.9*		4,330 / 7.4	8.1*		6.7*
SHARE OF AUDIENCE %			25		28		21		24	25 *		24 *		14	15 *		13 *
AVG. AUD. BY ¼ HR. %			9.8	10.6	12.1	13.5	10.8	10.3	13.5	13.8	13.9	13.9		8.9	7.2	6.7	6.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,290 / 19.3				11,700 / 20.0		14,100 / 24.1					17,080 / 29.2			
			Hee-Haw ®				Beverly Hillbillies ®		Medical Center ®					Hawaii Five-O ®			
AVERAGE AUDIENCE (Households (000) & %)			7,960 / 13.6	12.7*		14.5*	9,890 / 16.9		11,060 / 18.9	17.9*		20.0*		13,860 / 23.7	23.8*		23.6*
SHARE OF AUDIENCE %			31	31 *		32 *	33		33	32 *		35 *		46	45 *		47 *
AVG. AUD. BY ¼ HR. %			12.6	12.8	14.3	14.8	15.9	18.0	17.2	18.5	19.9	20.1		23.7	23.8	23.8	23.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,350 / 19.4						9,950 / 17.0					8,660 / 14.8			
			The Virginian ®						Kraft Music Hall (Kraftco)					Then Came Bronson ®			
AVERAGE AUDIENCE (Households (000) & %)			7,550 / 12.9	11.5*		12.5*		14.9*	7,490 / 12.8	12.9*		12.6*		6,140 / 10.5	10.7*		10.3*
SHARE OF AUDIENCE %			28	28 *		27 *		29 *	23	23 *		22 *		20	20 *		21 *
AVG. AUD. BY ¼ HR. %			11.2	11.8	12.0	12.9	14.5	15.2	13.0	12.8	12.8	12.5		11.1	10.4	10.4	10.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	43.3	45.2	47.4	49.5	52.2	55.3	57.2	59.1	60.1	61.0	62.5	62.9		58.3	56.6	55.4	51.7
WK 2	38.5	39.6	40.6	42.1	44.6	47.3	49.5	51.9	54.6	56.4	58.0	57.6		53.3	52.0	51.0	49.0

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-73

EVE. • WED. MAY 20, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. MAY 14, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,900 / 11.8		8,780 / 15.0		10,180 / 17.4		10,060 / 17.2					8,600 / 14.7			
			Animal	World	That Girl ®		Bewitched ®			With These Hands (S.C. Johnson)				Paris 7000 ®			
AVERAGE AUDIENCE (Households (000) & %)			5,850 / 10.0		7,840 / 13.4		8,950 / 15.3		6,320 / 10.8	11.0*		10.6*		6,380 / 10.9	10.7*		11.1*
SHARE OF AUDIENCE %			20		26		27		18	18 *		17 *		20	19 *		22 *
AVG. AUD. BY ¼ HR. %			9.5	10.4	13.0	13.8	14.5	16.2	12.1	9.9	10.5	10.7		10.5	10.9	10.9	11.3
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,290 / 21.0		14,510 / 24.8				17,020 / 29.1								
			Family Affair ®		Jim Nabor's Hour ®				CBS Thursday Night Movies "HOTEL PARADISO" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			11,000 / 18.8		10,650 / 18.2	17.3*		19.2*	9,180 / 15.7	18.2*		17.1*			14.5*		12.9*
SHARE OF AUDIENCE %			38		33	33 *		34 *	27	30 *		28 *			26 *		25 *
AVG. AUD. BY ¼ HR. %			17.9	19.7	17.3	17.3	18.6	19.7	18.8	17.7	17.5	16.7		15.0	13.9	13.6	12.2
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,820 / 18.5				16,730 / 28.6				14,040 / 24.0			14,860 / 25.4			
			Daniel Boone ®				Ironside ®				Dragnet ®			Dean Martin Show ®			
AVERAGE AUDIENCE (Households (000) & %)			7,610 / 13.0	11.5*		14.4*	11,700 / 20.0	17.3*		22.8*	12,750 / 21.8			11,170 / 19.1	19.8*		18.3*
SHARE OF AUDIENCE %			26	23 *		28 *	34	30 *		37 *	36			36	35 *		36 *
AVG. AUD. BY ¼ HR. %			11.5	11.6	13.[illegible]	15.0	19.9	17.8	21.6	20.9	21.[illegible]	22.3		20.[illegible]	17.4	18.7	17.[illegible]
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,790 / 9.9		6,080 / 10.4		8,010 / 13.7		11,290 / 19.3					7,960 / 13.6			
			Animal	World	That Girl ®		Bewitched ®			This Is Tom Jones ®				Paris 7000 ®			
AVERAGE AUDIENCE (Households (000) & %)			4,740 / 8.1		4,970 / 8.5		7,020 / 12.0		7,550 / 12.9	12.8*		13.1*		5,790 / 9.9	9.5*		10.3*
SHARE OF AUDIENCE %			21		19		24		24	24 *		25 *		20	19 *		22 *
AVG. AUD. BY ¼ HR. %			7.8	8.4	7.9	9.1	11.3	12.7	12.4	13.1	13.1	13.1		9.2	9.8	10.3	10.3
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,180 / 17.4		14,680 / 25.1				15,800 / 27.0								
			Family Affair ®			5th Dimension (Glass Cont. Mfg.)			CBS Thursday Night Movies "PIRATES OF TORTUGA" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,660 / 14.8		11,120 / 19.0	17.7*		20.3*	8,720 / 14.9	14.8*		15.1*			15.2*		14.5*
SHARE OF AUDIENCE %			38		40	39 *		40 *	29	28 *		28 *			30 *		31 *
AVG. AUD. BY ¼ HR. %			13.8	15.7	17.3	18.0	20.2	20.5	15.1	14.6	15.4	14.9		15.4	15.1	14.9	14.2
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,120 / 17.3				13,400 / 22.9				10,590 / 18.1			13,460 / 23.0			
			Daniel Boone ®				Ironside ®				Dragnet ®			Dean Martin Show ®			
AVERAGE AUDIENCE (Households (000) & %)			6,730 / 11.5	10.3*		12.7*	9,540 / 16.3	14.1*		18.5*	9,130 / 15.6			9,770 / 16.7	17.4*		16.0*
SHARE OF AUDIENCE %			27	26 *		28 *	31	28 *		35 *	29			36	35 *		34 *
AVG. AUD. BY ¼ HR. %			10.2	10.4	12.1	13.2	13.4	14.7	18.6	18.4	15.2	16.0		18.2	16.6	16.5	15.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1			43.6	45.4	48.0	50.2	51.3	53.0	55.1	58.7	61.3	61.3	60.9	61.1	56.9	54.9	53.0	49.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 2			38.2	37.9	37.8	40.5	44.0	46.2	49.0	52.0	52.8	53.2	53.2	53.7	51.2	49.7	48.3	46.5

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-73

EVE. • THU. MAY 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · FRI. MAY 15, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,960 11.9		8,250 14.1		7,020 12.0		8,370 14.3					9,300 15.9			
			Flying Nun Ⓡ		Brady Bunch Ⓡ		Ghost and Mrs. Muir Ⓡ		← Here Come the Brides Ⓡ →					← Love, American Style Ⓡ →			
AVERAGE AUDIENCE (Households (000) & %)			5,670 9.7		7,310 12.5		6,260 10.7		6,030 10.3	10.1*		10.6*		7,020 12.0	12.3*		11.6*
SHARE OF AUDIENCE %			23		27		23		20	20 *		20 *		23	23 *		22 *
AVG. AUD. BY ¼ HR. %			9.1	10.4	12.2	12.7	10.8	10.6	9.9	10.3	10.2	10.9		12.2	12.5	11.9	11.3
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,960 13.6		7,250 12.4		9,590 16.4		14,160 24.2								
			Get Smart		Tim Conway Show		Hogan's Heroes Ⓡ		← CBS Friday Night Movies Ⓡ "COME FLY WITH ME" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			6,730 11.5		6,140 10.5		8,310 14.2		9,360 16.0	14.4*		15.1*			17.1*		17.2*
SHARE OF AUDIENCE %			27		23		30		31	29 *		29 *			32 *		33 *
AVG. AUD. BY ¼ HR. %			11.4	11.6	10.3	10.8	13.5	14.9	13.9	14.9	15.1	15.2		16.9	17.3	17.4	17.0
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,410 17.8				13,220 22.6							7,960 13.6			
			← High Chaparral Ⓡ →				← Name of the Game Ⓡ →							← Bracken's World Ⓡ →			
AVERAGE AUDIENCE (Households (000) & %)			8,190 14.0	13.7*		14.4*	8,370 14.3	13.8*		14.4*		14.6*		5,850 10.0	10.1*		9.8*
SHARE OF AUDIENCE %			32	32 *		32 *	29	29 *		29 *		28 *		19	19 *		19 *
AVG. AUD. BY ¼ HR. %			13.4	14.0	14.4	14.4	13.9	13.8	14.5	14.2	14.4	14.8		10.3	10.0	9.8	9.8
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,970 10.2		7,780 13.3		7,550 12.9		9,420 16.1					10,820 18.5			
			Flying Nun Ⓡ		Brady Bunch Ⓡ		Ghost and Mrs. Muir Ⓡ		← Here Come the Brides Ⓡ →					← Love, American Style Ⓡ →			
AVERAGE AUDIENCE (Households (000) & %)			4,910 8.4		6,960 11.9		6,670 11.4		6,790 11.6	10.8*		12.5*		8,420 14.4	14.1*		14.7*
SHARE OF AUDIENCE %			21		28		26		24	24 *		25 *		29	28 *		30 *
AVG. AUD. BY ¼ HR. %			7.9	8.8	11.5	12.3	11.2	11.6	10.5	11.1	12.0	12.9		13.6	14.5	14.8	14.7
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,200 12.3		6,490 11.1		7,900 13.5		10,880 18.6								
			Get Smart Ⓡ		Tim Conway Show		Hogan's Heroes Ⓡ		← CBS Friday Night Movies "HOLD ON" (9:00-10:45PM) →								"Darlin' Lil" (10:45-11:00PM) (Sus.)
AVERAGE AUDIENCE (Households (000) & %)			5,970 10.2		5,670 9.7		6,840 11.7		6,840 11.7	11.1*		12.0*			12.3*		
SHARE OF AUDIENCE %			26		23		27		24	24 *		24 *			24 *		
AVG. AUD. BY ¼ HR. %			9.8	10.6	9.7	9.8	11.6	11.7	10.9	11.4	12.2	11.9		12.6	12.0	11.0	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,530 18.0				12,170 20.8							9,070 15.5			
			← Great Barrier Reef (American Dairy Assn.) →				← Name of the Game Ⓡ →							← Bracken's World Ⓡ →			
AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6	12.7*		12.6*	7,780 13.3	11.6*		13.6*		14.8*		6,550 11.2	11.5*		10.9*
SHARE OF AUDIENCE %			31	32 *		30 *	29	27 *		30 *		30 *		23	23 *		23 *
AVG. AUD. BY ¼ HR. %			12.8	12.6	12.9	12.3	11.4	11.8	13.2	13.9	14.8	14.9		11.4	11.5	10.8	11.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	39.1	40.4	41.4	43.4	45.1	46.2	46.5	47.9	49.0	49.7	51.2	52.9		53.4	52.9	52.4	51.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	37.2	38.2	39.1	40.3	42.7	42.3	42.8	43.5	45.0	46.7	49.0	50.8		50.5	50.8	49.6	47.2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-73

EVE. · FRI. MAY 22, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SAT. MAY 16, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				8,310 / 14.2				12,340 / 21.1				9,300 / 15.9					
				Undersea World of Jacques Cousteau "THOSE INCREDIBLE DIVING MACHINES" (R)				Lawrence Welk Show				Jimmy Durante Presents the Lennon Sisters Hour (R)					
AVERAGE AUDIENCE (Households (000) & %)				5,150 / 8.8	8.7*		9.0*	9,180 / 15.7	14.8*		16.6*	6,260 / 10.7	11.8*		9.6*		
SHARE OF AUDIENCE %				19	20 *		19 *	29	28 *		30 *	19	21 *		16 *		
AVG. AUD. BY ¼ HR. %				8.7	8.7	8.4	9.6	14.4	15.3	16.7	16.6	12.4	11.3	10.1	9.1		
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,100 / 22.4					9,540 / 16.3		9,770 / 16.7		11,170 / 19.1		21,410 / 36.6			
			Jackie Gleason Show (R)					My Three Sons (R)		Green Acres (R)		Petticoat Junction (R)		Miss USA Beauty Pageant (10:00-11:30PM)(1) (P & G)			
AVERAGE AUDIENCE (Households (000) & %)			9,180 / 15.7		14.6*		16.8*	8,660 / 14.8		8,780 / 15.0		9,890 / 16.9		15,800 / 27.0	25.0*		27.2*
SHARE OF AUDIENCE %			35		34 *		35 *	28		27		30		49	43 *		48 *
AVG. AUD. BY ¼ HR. %			14.0		15.1	16.4	17.2	14.3	15.2	15.1	14.9	15.7	18.1	23.8	26.2	27.5	26.8
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,820 / 20.2					11,350 / 19.4		16,090 / 27.5							
			Andy Williams Show (R)					Adam 12 (R)		NBC Saturday Night at the Movies (R)(B) "THE STOOGE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			8,130 / 13.9		12.5*		15.2*	9,950 / 17.0		10,120 / 17.3	16.5*		18.1*		17.3*		17.4*
SHARE OF AUDIENCE %			31		29 *		32 *	32		31	30 *		32 *		30 *		31 *
AVG. AUD. BY ¼ HR. %			11.8		13.3	15.0	15.5	16.3	17.7	16.3	16.7	18.1	18.1	17.6	16.9	17.5	17.3
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				8,660 / 14.8		8,600 / 14.8		10,760 / 18.4				9,420 / 16.1					
				Let's Make a Deal		Newlywed Game		Lawrence Welk Show				Jimmy Durante Presents the Lennon Sisters Hour (R)					
AVERAGE AUDIENCE (Households (000) & %)				7,780 / 13.3		7,900 / 13.5		8,010 / 13.7	13.4*		14.0*	6,670 / 11.4	11.4*		11.4*		
SHARE OF AUDIENCE %				33		31		29	28 *		29 *	23	22 *		23 *		
AVG. AUD. BY ¼ HR. %				12.5	14.1	13.0	14.0	13.4	13.3	13.9	14.1	11.3	11.4	11.8	11.0		
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,640 / 19.9					10,060 / 17.2		10,300 / 17.6		10,590 / 18.1		12,110 / 20.7			
			Jackie Gleason Show (R)					My Three Sons (R)		Green Acres (R)		Petticoat Junction (R)			Mannix (R)		
AVERAGE AUDIENCE (Households (000) & %)			8,130 / 13.9		12.2*		15.6*	9,130 / 15.6		8,660 / 14.8		9,650 / 16.5		9,180 / 15.7	15.0*		16.5*
SHARE OF AUDIENCE %			33		31 *		36 *	33		30		33		32	30 *		33 *
AVG. AUD. BY ¼ HR. %			11.6		12.9	15.3	15.9	15.5	15.7	14.4	15.3	16.1	16.9	14.8	15.1	16.6	16.4
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,430 / 12.7					8,480 / 14.5		14,680 / 25.1							
				New Communicators (E.I. Du Pont)				Adam 12 (R)		NBC Saturday Night at the Movies (R) "MISSION BATANGAS" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)			4,150 / 7.1		7.6*		6.6*	7,430 / 12.7		9,770 / 16.7	14.7*		16.6*		17.7*		17.8*
SHARE OF AUDIENCE %			17		19 *		15 *	27		34	30 *		33 *		35 *		36 *
AVG. AUD. BY ¼ HR. %			8.4		6.8	6.2	7.0	12.0	13.4	14.2	15.1	16.4	16.7	17.4	17.9	18.2	17.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	39.2	40.5	41.6	44.8	46.4	49.0	51.6	53.9	54.8	55.3	55.9	57.4	58.0	58.5	57.8	56.1	
WK 2	34.2	35.4	39.0	40.8	42.8	44.6	46.6	47.9	48.0	49.4	50.1	51.3	50.3	50.0	50.0	48.9	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-73 (1) FOR REM. AVG. AUD. BY 1/4 HR. RATINGS, SEE OP PAGES.

EVE. · SAT. MAY 23, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAY 17, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,850 / 10.0				12,520 / 21.4				14,980 / 25.6								
	Land of the Giants®					The F.B.I.®				ABC Sunday Night Movies® "NAKED PREY" (9:00-10:55PM)							(1)
AVERAGE AUDIENCE (Households (000) & %)	3,510 / 6.0		6.0*		6.0* / 9,130 / 15.6	13.1*		18.1*	10,060 / 17.2	16.8*		16.8*		18.1*		17.2*	
SHARE OF AUDIENCE %	14		15 *		13 * / 31	27 *		34 *	30	29 *		28 *		32 *		32 *	
AVG. AUD. BY ¼ HR. %	6.7	5.4		5.8	6.2 / 12.2	14.1	17.4	18.7	16.9	16.7	16.7	16.9	18.0	18.1	18.3	15.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	7,250 / 12.4		8,070 / 13.8		11,520 / 19.7				13,340 / 22.8				12,640 / 21.6				
	Lassie®		To Rome with Love			Ed Sullivan Show				GlenCampbell Hour®				Mission: Impossible®			
AVERAGE AUDIENCE (Households (000) & %)	6,320 / 10.8		6,960 / 11.9		8,370 / 14.3	12.8*		15.7*	9,890 / 16.9	16.6*		17.2*	9,180 / 15.7	15.8*		15.6*	
SHARE OF AUDIENCE %	27		27		28	26 *		30 *	28	29 *		28 *	29	28 *		30 *	
AVG. AUD. BY ¼ HR. %	10.4	11.1	11.4	12.4	12.8	12.9	15.4	16.0	16.0	17.3	17.2	17.2	15.8	15.7	15.2	16.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,240 / 15.8		14,800 / 25.3				10,300 / 17.6		13,920 / 23.8				11,880 / 20.3				
	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney® "THE SCARECROW OF ROMNEY MARSH" PART II				Bill Cosby Show (P & G) ®			Bonanza®				Bold Ones ®			
AVERAGE AUDIENCE (Households (000) & %)	7,900 / 13.5		11,060 / 18.9	17.9*		19.8*	8,950 / 15.3		11,580 / 19.8	19.3*		20.3*	9,010 / 15.4	15.5*		15.3*	
SHARE OF AUDIENCE %	34		40	40 *		40 *	29		33	33 *		34 *	28	28 *		29 *	
AVG. AUD. BY ¼ HR. %	12.4	14.6	17.3	18.6	20.0	19.6	15.2	15.4	18.7	19.9	20.6	20.0	15.6	15.4	15.3	15.3	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,790 / 9.9				11,930 / 20.4				15,500 / 26.5								
	Land of the Giants®					The F.B.I.®				ABC Sunday Night Movies® "HELL IS FOR HEROES" (9:00-10:50PM)							(1)
AVERAGE AUDIENCE (Households (000) & %)	3,980 / 6.8		6.7*		7.0* / 8,660 / 14.8	12.9*		16.8*	11,580 / 19.8	17.9*		19.8*		21.6*			
SHARE OF AUDIENCE %	16		17 *		16 * / 29	27 *		31 *	35	32 *		33 *		39 *			
AVG. AUD. BY ¼ HR. %	6.7	6.6		6.8	7.1 / 12.4	13.3	16.3	17.2	17.3	18.5	19.5	20.2	21.8	21.4	21.0	16.1	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	7,550 / 12.9		9,360 / 16.0		12,810 / 21.9				12,990 / 22.2				13,160 / 22.5				
	Lassie®		To Rome with Love®			Ed Sullivan Show				Glen Campbell Hour®				Mission: Impossible®			
AVERAGE AUDIENCE (Households (000) & %)	6,380 / 10.9		8,010 / 13.7		9,540 / 16.3	14.7*		17.9*	9,950 / 17.0	16.2*		17.8*	9,180 / 15.7	15.7*		15.7*	
SHARE OF AUDIENCE %	28		31		32	30 *		34 *	29	29 *		30 *	29	28 *		30 *	
AVG. AUD. BY ¼ HR. %	10.6	11.2	12.9	14.5	13.9	15.5	17.8	18.0	15.8	16.6	17.6	18.0	15.6	15.9	15.4	15.9	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,420 / 16.1		14,740 / 25.2				11,170 / 19.1		14,390 / 24.6				11,000 / 18.8				
	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney® "THE SCARECROW OF ROMNEY MARSH" PART III				Bill Cosby Show (P & G) ®			Bonanza ®				Bold Ones®			
AVERAGE AUDIENCE (Households (000) & %)	8,070 / 13.8		10,710 / 18.3	17.8*		18.9*	9,590 / 16.4		11,120 / 19.0	18.8*		19.1*	8,420 / 14.4	14.6*		14.3*	
SHARE OF AUDIENCE %	35		39	40 *		39 *	31		33	34 *		32 *	27	26 *		28 *	
AVG. AUD. BY ¼ HR. %	12.6	15.0	17.4	18.2	19.1	18.7	15.7	17.2	18.7	18.9	19.4	18.8	14.5	14.7	14.3	14.2	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	38.9	41.1	43.8	45.9	48.4	49.8	51.6	54.2	57.1	59.3	60.5	60.5	56.4	55.8	54.5	51.0	
WK 2	38.0	39.9	43.2	45.6	47.4	49.3	52.1	54.8	55.1	56.9	59.1	59.7	56.3	55.9	54.5	48.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-73

(1) ABC WEEKEND NEWS (10:55-11:00PM,WK1)(10:50-11:05PM,WK2)

FOR RATINGS, SEE OP PAGES.

EVE. • SUN. MAY 24, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. MAY 25, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			← It Takes a Thief Ⓡ						ABC Monday Night Movies Ⓡ "THE DEADLY BEES" (8:30-10:15PM)					Way We Live (Sustainer)	Now		
TOTAL AUDIENCE (Households (000) & %)			10,000 / 17.1				12,400 / 21.2								3,390 / 5.8		
AVERAGE AUDIENCE (Households (000) & %)			7,490				7,780								2,810		
SHARE OF AUDIENCE %			12.8	12.3*		13.3*	13.3	12.5*		13.6*		14.1*			4.8		
AVG. AUD. BY ¼ HR. %			25	26 *		25 *	23	22 *		24 *		24 *			9		
WEEK 1			11.6	12.9	13.2	13.4	12.6	12.4	13.6	13.5	13.9	14.3	12.6		5.1	4.6	
CBS TV			← Gunsmoke Ⓡ				Here's Lucy Ⓡ		Mayberry R.F.D. (Philip Morris) Ⓡ		Doris Day Show Ⓡ		← Carol Burnett Show Ⓡ				
TOTAL AUDIENCE (Households (000) & %)			14,160 / 24.2				11,930 / 20.4		12,400 / 21.2		11,820 / 20.2		15,210 / 26.0				
AVERAGE AUDIENCE (Households (000) & %)			10,880				10,760		10,820		10,820		11,470				
SHARE OF AUDIENCE %			18.6	17.7*		19.5*	18.4		18.5		18.5		19.6	19.0*		20.2*	
AVG. AUD. BY ¼ HR. %			37	37 *		37 *	33		33		32		36	33 *		38 *	
			17.0	18.3	19.3	19.7	18.2	18.6	18.4	18.6	17.9	19.0	18.1	19.8	20.4	19.9	
NBC TV			My World and Welcome to It Ⓡ		← Rowan & Martin Laugh-In Ⓡ				NBC Monday Night at the Movies Ⓡ "I'LL TAKE SWEDEN" (9:00-11:00PM)								
TOTAL AUDIENCE (Households (000) & %)			8,070 / 13.8		14,570 / 24.9				16,560 / 28.3								
AVERAGE AUDIENCE (Households (000) & %)			6,790		10,000				10,120								
SHARE OF AUDIENCE %			11.6		17.1	15.0*		19.1*	17.3	15.8*		17.5*		18.1*		18.0*	
AVG. AUD. BY ¼ HR. %			24		31	28 *		34 *	31	28 *		30 *		32 *		34 *	
			11.4	11.8	14.3	15.8	18.4	19.9	15.4	16.1	17.6	17.4	17.7	18.4	18.7	17.2	
ABC TV			← It Takes a Thief Ⓡ						ABC Monday Night Movies Ⓡ "THE HANGMAN" (8:30-10:15PM)					Worwood (Sustainer)	Now		
TOTAL AUDIENCE (Households (000) & %)			7,250 / 12.4				13,220 / 22.6								4,800 / 8.2		
AVERAGE AUDIENCE (Households (000) & %)			5,270				8,950								3,800		
SHARE OF AUDIENCE %			9.0	8.6*		9.4*	15.3	12.2*		15.9*		17.0*			6.5		
AVG. AUD. BY ¼ HR. %			19	19 *		20 *	27	23 *		27 *		28 *			13		
WEEK 2			8.6	8.6	9.1	9.8	11.6	12.7	15.1	16.6	17.1	16.9	16.9		7.2	5.8	
CBS TV			← Gunsmoke Ⓡ				Here's Lucy Ⓡ		Mayberry R.F.D. (General Foods) Ⓡ		Doris Day Show Ⓡ		← Carol Burnett Show Ⓡ				
TOTAL AUDIENCE (Households (000) & %)			13,400 / 22.9				11,880 / 20.3		13,220 / 22.6		13,630 / 23.3		16,090 / 27.5				
AVERAGE AUDIENCE (Households (000) & %)			10,470				10,240		11,580		12,290		11,880				
SHARE OF AUDIENCE %			17.9	17.3*		18.6*	17.5		19.8		21.0		20.3	20.0*		20.6*	
AVG. AUD. BY ¼ HR. %			39	39 *		39 *	33		34		35		38	35 *		40 *	
			16.7	18.0	18.8	18.3	16.8	18.1	19.1	20.4	20.4	21.6	19.6	20.4	20.8	20.5	
NBC TV			My World and Welcome to It Ⓡ		← Rowan & Martin Laugh-In Ⓡ				NBC Monday Night at the Movies Ⓡ "THE SMUGGLERS" (9:00-11:00PM)								
TOTAL AUDIENCE (Households (000) & %)			7,080 / 12.1		13,810 / 23.6				16,440 / 28.1								
AVERAGE AUDIENCE (Households (000) & %)			5,970		9,650				9,590								
SHARE OF AUDIENCE %			10.2		16.5	13.9*		19.0*	16.4	16.3*		16.4*		16.0*		17.1*	
AVG. AUD. BY ¼ HR. %			23		32	29 *		35 *	29	28 *		27 *		28 *		34 *	
			9.9	10.5	12.8	15.1	18.3	19.7	16.5	16.1	16.6	16.1	15.6	16.4	17.5	16.7	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	45.9	46.5	46.8	49.5	52.1	53.9	54.8	56.7	56.2	56.9	58.1	59.2	58.1	55.7	54.2	51.4	
WK 2	41.9	43.7	43.8	44.8	47.2	49.3	51.9	55.5	57.1	59.0	59.4	60.0	58.3	55.6	52.6	49.2	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. • MON. JUNE 1, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · TUE. MAY 26, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			Mod Squad®						Movie of the Week® "THE PIGEON"					Marcus Welby, M.D.®			
TOTAL AUDIENCE (Households (000) & %)			10,590 / 18.1				13,220 / 22.6						11,520 / 19.7				
AVERAGE AUDIENCE (Households (000) & %)			7,960				9,010						9,480				
SHARE OF AUDIENCE %			13.6	12.8*		14.4*	15.4	14.4*		15.4*		16.3*	16.2	16.3*		16.1*	
AVG. AUD. BY ¼ HR. %			29	28 *		30 *	28	27 *		27 *		28 *	29	28 *		30 *	
			12.8	12.9	13.9	14.8	14.4	14.4	15.1	15.7	16.3	16.3	16.0	16.7	16.3	15.9	
CBS TV			Lancer®				Red Skelton Hour®				Governor and J. J.®			60 Minutes "VARIOUS SUBJECTS"			
TOTAL AUDIENCE (Households (000) & %)			10,120 / 17.3				15,090 / 25.8				11,930 / 20.4		15,090 / 25.8				
AVERAGE AUDIENCE (Households (000) & %)			7,370				10,940				10,880		11,930				
SHARE OF AUDIENCE %			12.6	12.0*		13.1*	18.7	17.3*		20.1*	18.6		20.4	21.8*		19.1*	
AVG. AUD. BY ¼ HR. %			27	26 *		27 *	34	33 *		36 *	32		37	38 *		36 *	
			12.0	12.1	12.7	13.5	16.6	18.0	19.6	20.6	18.4	18.9	21.7	21.9	20.6	17.6	
NBC TV			I Dream of Jeannie®		Debbie Reynolds Show®		Julia®		NBC Tuesday Night at the Movies® "THE MOVIE MURDERER" (9:00-11:00PM)								
TOTAL AUDIENCE (Households (000) & %)			7,370 / 12.6		7,720 / 13.2		9,360 / 16.0		12,400 / 21.2								
AVERAGE AUDIENCE (Households (000) & %)			6,320		6,610		7,900		6,900								
SHARE OF AUDIENCE %			10.8		11.3		13.5		11.8	11.4*		12.2*		11.8*		12.0*	
AVG. AUD. BY ¼ HR. %			24		23		26		21	20 *		21 *		21 *		23 *	
			10.4	11.2	11.1	11.5	13.4	13.5	11.5	11.3	12.3	12.2	11.9	11.7	12.0	11.9	

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			Mod Squad®						Movie of the Week® "THE BALLAD OF ANDY CROCKER"					Marcus Welby, M.D.®			
TOTAL AUDIENCE (Households (000) & %)			12,170 / 20.8				16,380 / 28.0						17,550 / 30.0				
AVERAGE AUDIENCE (Households (000) & %)			9,360				11,060						14,450				
SHARE OF AUDIENCE %			16.0	14.7*		17.3*	18.9	15.3*		19.0*		22.4*	24.7	24.2*		25.2*	
AVG. AUD. BY ¼ HR. %			34	32 *		35 *	34	29 *		34 *		38 *	45	43 *		48 *	
			14.4	15.0	16.5	18.0	15.0	15.7	18.3	19.8	22.0	22.9	24.0	24.4	25.7	24.7	
CBS TV			Lancer®				Red Skelton Hour®				Governor and J. J.®		CBS News Hour "HITLER AND HIS HENCHMEN"				
TOTAL AUDIENCE (Households (000) & %)			9,770 / 16.7				13,100 / 22.4				10,000 / 17.1		6,080 / 10.4				
AVERAGE AUDIENCE (Households (000) & %)			7,430				9,010				8,830		5,320				
SHARE OF AUDIENCE %			12.7	12.0*		13.4*	15.4	14.3*		16.4*	15.1		9.1				
AVG. AUD. BY ¼ HR. %			27	26 *		27 *	29	28 *		29 *	26		16				
			11.6	12.5	13.5	13.2	14.1	14.4	16.1	16.7	15.3	14.9	9.5	8.7			
NBC TV			I Dream of Jeannie®		Debbie Reynolds Show®		Julia®		First Tuesday								
TOTAL AUDIENCE (Households (000) & %)			7,610 / 13.0		6,960 / 11.9		9,590 / 16.4		12,690 / 21.7								
AVERAGE AUDIENCE (Households (000) & %)			6,320		6,200		8,010		6,960								
SHARE OF AUDIENCE %			10.8		10.6		13.7		11.9	11.2*		12.1*		12.9*		11.4*	
AVG. AUD. BY ¼ HR. %			24		21		26		21	20 *		21 *		23 *		22 *	
			10.3	11.3	10.5	10.6	13.4	13.9	11.2	11.2	12.1	12.1	13.0	12.9	11.7	11.0	

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1		43.1	45.0	45.3	46.3	47.4	50.0	51.8	53.5	55.4	57.3	58.4	58.3	57.4	57.4	55.2	51.5
WK 2		42.9	43.9	44.7	46.5	49.0	50.1	50.8	53.0	55.0	57.0	58.2	58.8	56.7	56.0	53.4	51.1

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. · TUE. JUNE 2, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · WED. MAY 27, 1970

WEEK		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			7,720 / 13.2		9,300 / 15.9		9,540 / 16.3		12,050 / 20.6					8,660 / 14.8			
					Nanny and the Professor (R)		Courtship of Eddie's Father (R)		Room 222 (R)		Johnny Cash Show (R)					Engelbert Humperdinck Show			
		AVERAGE AUDIENCE (Households (000) & %)			6,320 / 10.8		8,010 / 13.7		8,540 / 14.6		9,180 / 15.7	15.3*			16.2*	6,320 / 10.8	11.1*		10.4*
		SHARE OF AUDIENCE %			23		27		27		27	26 *			27 *	21	21 *		21 *
		AVG. AUD. BY ½ HR. %			10.1	11.5	12.9	14.5	14.1	15.1	14.5	16.0	16.5		16.0	11.4	10.8	10.5	10.2
	CBS TV	TOTAL AUDIENCE (Households (000) & %)			10,300 / 17.6				9,710 / 16.6		13,100 / 22.4					15,150 / 25.9			
					Hee-Haw (R)				Beverly Hillbillies (R)		Medical Center (R)					Hawaii Five-O (R)			
		AVERAGE AUDIENCE (Households (000) & %)			7,200 / 12.3	11.8*		12.8*	8,480 / 14.5		10,710 / 18.3	17.1*			19.4*	12,400 / 21.2	21.2*		21.1*
		SHARE OF AUDIENCE %			25	26 *		25 *	27		31	29 *			33 *	41	40 *		43 *
		AVG. AUD. BY ½ HR. %			11.6	12.0	12.5	13.1	13.6	15.3	16.2	18.0	19.0		19.8	21.0	21.4	21.5	20.8
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,220 / 22.6						10,300 / 17.6					10,410 / 17.8			
					The Virginian (R)						Kraft Music Hall (Kraftco)					Project 20 "THE SHINING MOUNTAINS" (Electric Co. Adv. Prog.)			
		AVERAGE AUDIENCE (Households (000) & %)			9,540 / 16.3	15.3*		16.5*		17.1*	7,660 / 13.1	13.3*			12.8*	8,310 / 14.2	14.8*		13.7*
		SHARE OF AUDIENCE %			32	33 *		33 *		31 *	22	23 *			22 *	28	28 *		28 *
		AVG. AUD. BY ½ HR. %			14.5	16.0	16.2	16.8	17.3	16.9	13.7	12.9	12.8		12.8	14.6	14.9	14.1	13.2
2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			7,660 / 13.1		9,180 / 15.7		9,240 / 15.8			12,750 / 21.8					9,240 / 15.8		
					Nanny and the Professor (R)		Courtship of Eddie's Father (R)		Room 222 (R)		Pres. Nixon's Address (9:00-9:20PM) (Sustainer)	Johnny Cash Show (R) (9:20-10:20PM)(1)					Engelbert Humperdinck Show (R) (10:20-11:20PM)(1)		
		AVERAGE AUDIENCE (Households (000) & %)			6,320 / 10.8		7,900 / 13.5		8,130 / 13.9			8,950 / 15.3			15.6*		6,730 / 11.5		12.1*
		SHARE OF AUDIENCE %			23		27		25			26			27 *		23		24 *
		AVG. AUD. BY ½ HR. %			10.4	11.2	12.9	14.0	13.8	14.1		13.0	15.1		16.2	16.7	11.2	12.1	12.2
	CBS TV	TOTAL AUDIENCE (Households (000) & %)			11,520 / 19.7				10,300 / 17.6			14,100 / 24.1					12,520 / 21.4		
					Hee-Haw (R)				Beverly Hillbillies (R)		Pres. Nixon's Address (9:00-9:15PM) (Sustainer) / Commentary Pres. Nixon (9:15-9:30PM) (Sustainer)				Medical Center (R) (9:25-10:25PM)(1)			Hawaii Five-O (R) (10:25-11:25PM)(1)	
		AVERAGE AUDIENCE (Households (000) & %)			8,250 / 14.1	13.8*		14.4*	9,420 / 16.1			10,590 / 18.1			18.0*		9,300 / 15.9		16.1*
		SHARE OF AUDIENCE %			29	30 *		28 *	29			31			31 *		32		32 *
		AVG. AUD. BY ½ HR. %			13.3	14.2	14.1	14.8	15.2	17.0		17.1	17.5		18.4	18.7	17.4	16.4	15.8
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			14,740 / 25.2							12,690 / 21.7					11,120 / 19.0		
					The Virginian (R)						Pres. Nixon's Address (9:00-9:15PM) (Sustainer) / Commentary Pres. Nixon (9:15-9:30PM) (Sustainer)				Kraft Music Hall (9:25-10:25PM)(1) (Kraftco)			Then Came Bronson (10:25-11:25PM)(1) (R)	
		AVERAGE AUDIENCE (Households (000) & %)			10,530 / 18.0	16.9*		17.1*		20.1*		8,540 / 14.6			14.6*		8,070 / 13.8		13.8*
		SHARE OF AUDIENCE %			36	36 *		34 *		37 *		25			25 *		28		27 *
		AVG. AUD. BY ½ HR. %			16.7	17.1	16.6	17.6	19.9	20.3		15.7	14.8		14.4	14.4	12.2	13.6	13.9
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	41.0	41.8	44.6	47.9	48.9	51.8	53.3	55.8	57.0	59.4	59.4		58.9	53.8	52.1	50.3	48.1
		WK 2	44.1	45.0	45.8	47.4	49.6	51.9	53.5	56.2	58.5	58.4	58.2		58.7	57.9	53.8	50.8	49.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 40-49 (1) FOR REMAINING AVERAGE AUDIENCE, SEE OP PAGES.

EVE. · WED. JUNE 3, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · THU. MAY 28, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV** TOTAL AUDIENCE (Households (000) & %)			5,500 9.4		6,840 11.7		8,830 15.1		10,470 17.9					7,660 13.1			
				Animal	World	That Girl (R)		Bewitched (R)		← This Is Tom Jones (R) →					← Paris 7000 (R) →			
	AVERAGE AUDIENCE (Households (000) & %)			4,500		5,850		7,780		7,200					5,440			
	SHARE OF AUDIENCE %			7.7		10.0		13.3		12.3	11.9*		12.7*		9.3	9.1*		9.4*
	AVG. AUD. BY ¼ HR. %			19 7.7	7.8	22 9.3	10.7	27 12.8	13.7	23 11.5	22 * 12.4	12.5	23 * 12.8		18 9.2	17 * 9.0	9.4	18 * 9.5
	CBS TV TOTAL AUDIENCE (Households (000) & %)			9,480 16.2		11,880 20.3				16,380 28.0								
				Family Affair (R)		← Jim Nabor's Hour (R) →				(1)	← CBS Thursday Night Movies "THE INNOCENTS" (9:05-11:05PM)(2)							
	AVERAGE AUDIENCE (Households (000) & %)			8,420 14.4		8,600 14.7	14.0*		15.3*	9,710 16.6	15.2*		17.0*			17.7*		16.7*
	SHARE OF AUDIENCE %			35		31	31 *		31 *	31	28 *		31 *			33 *		32 *
	AVG. AUD. BY ¼ HR. %			13.6	15.3	13.6	14.5	14.7	15.8	15.1	15.2	17.0	17.0		17.8	17.5	17.0	16.4
	NBC TV TOTAL AUDIENCE (Households (000) & %)			10,710 18.3				14,040 24.0				11,700 20.0		15,150 25.9				
				← Daniel Boone (R) →				← Ironside (R) →				← Dragnet (R) →		← Dean Martin Show (R) →				
	AVERAGE AUDIENCE (Households (000) & %)			7,370 12.6				10,180 17.4				10,240 17.5		11,700 20.0				
	SHARE OF AUDIENCE %			29	11.7* 28 *		13.6* 30 *	34	15.1* 31 *		19.6* 37 *	32		38	20.6* 38 *			19.4* 38 *
	AVG. AUD. BY ¼ HR. %			11.5	11.9	13.3	13.8	14.6	15.6	19.0	20.2	17.5	17.6	20.1	20.8	20.2		18.6
WEEK 2	**ABC TV** TOTAL AUDIENCE (Households (000) & %)			7,020 12.0		10,410 17.8		10,710 18.3		11,990 20.5					7,720 13.2			
				Animal	World	That Girl (R)		Bewitched (R)		← This Is Tom Jones (R) →					← Paris 7000 (R) →			
	AVERAGE AUDIENCE (Households (000) & %)			5,790 9.9		8,890 15.2		9,480 16.2		8,250 14.1	14.1*		14.2*		5,730 9.8	10.0*		9.7*
	SHARE OF AUDIENCE %			21		32		31		25	26 *		25 *		19	18 *		19 *
	AVG. AUD. BY ¼ HR. %			9.6	10.3	15.0	15.4	15.7	16.6	14.1	14.1	14.1	14.2		10.4	9.6	9.7	9.7
	CBS TV TOTAL AUDIENCE (Households (000) & %)			14,220 24.3		14,800 25.3				17,370 29.7								
				Family Affair (R)		← Jim Nabor's Hour (R) →				← CBS Thursday Night Movies (R) "FANNY" (9:00-11:30PM)(2)								
	AVERAGE AUDIENCE (Households (000) & %)			12,460 21.3		10,760 18.4	18.1*		18.8*	10,240 17.5	17.2*		17.7*			18.4*		17.7*
	SHARE OF AUDIENCE %			46		37	38 *		36 *	34	31 *		31 *			34 *		35 *
	AVG. AUD. BY ¼ HR. %			20.1	22.5	17.5	18.6	18.6	19.0	17.2	17.2	17.7	17.8		18.5	18.2	17.7	17.7
	NBC TV TOTAL AUDIENCE (Households (000) & %)			7,610 13.0				11,520 19.7				10,120 17.3		13,510 23.1				
				← Special Edition-Meet The Press →				← Ironside (R) →				← Dragnet (R) →		← Dean Martin Show (R) →				
	AVERAGE AUDIENCE (Households (000) & %)			4,860 8.3	8.3*		8.2*	8,250 14.1	12.3*		15.9*	9,130 15.6		10,300 17.6	17.5*		17.7*
	SHARE OF AUDIENCE %			18	18 *		17 *	26	23 *		29 *	28			34	32 *		35 *
	AVG. AUD. BY ¼ HR. %			9.2	7.5	7.8	8.7	11.5	13.2	15.5	16.2	15.2	16.0		16.9	18.2	18.2	17.2
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	38.0	39.3	40.5	42.2	43.8	45.8	47.3	50.4	52.6	54.6	54.9	55.6	54.8	54.0	52.8	50.6
		WK 2	42.6	43.4	45.4	46.8	47.3	49.0	51.1	54.0	54.5	55.7	56.2	57.2	54.8	53.4	51.9	50.1

U.S. TV Households: 59,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half hour ratings (for immediately preceding and subject quarter-hours). (CP) Other Programs: See Pages 46-49

(1) PRES. NIXON (9:00-9:05PM,WK 1)(SUS.)(S)
(2) FOR REMAINING AVERAGE AUDIENCE, SEE OP PAGES.

EVE. · THU. JUNE 4, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · FRI. MAY 29, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			Flying Nun ®		Brady Bunch ®		Ghost and Mrs. Muir ®		← Here Come the Brides ®			→	← Love, American Style ®				→
TOTAL AUDIENCE (Households (000) & %)			4,800 8.2		6,790 11.6		6,550 11.2		8,720 14.9				10,060 17.2				
AVERAGE AUDIENCE (Households (000) & %)			3,980 6.8		6,030 10.3		5,620 9.6		6,550 11.2				7,840 13.4				
SHARE OF AUDIENCE %			18		26		23		24	10.4*		11.9*	25 *	29	13.1*	28 *	13.7* 30 *
AVG. AUD. BY ¼ HR. %			6.4	7.2	10.1	10.4	9.3	10.0	10.3	10.6	11.6	12.1	12.6	13.6	13.9		13.4
CBS TV			Get Smart ®		Tim Conway Show		Hogan's Heroes ®		← CBS Friday Night Movies "THE VISIT" (9:00-11:00PM)								→
TOTAL AUDIENCE (Households (000) & %)			7,660 13.1		6,140 10.5		9,590 16.4		13,630 23.3								
AVERAGE AUDIENCE (Households (000) & %)			6,490 11.1		5,500 9.4		8,250 14.1		7,960 13.6	13.6*		13.9*		14.4*			12.6*
SHARE OF AUDIENCE %			30		24		34		29	30 *		30 *		31 *			28 *
AVG. AUD. BY ¼ HR. %			10.8	11.4	8.9	9.9	13.5	14.8	13.6	13.6	13.9	13.9	14.5	14.3	13.7		11.6
NBC TV			← High Chaparral ®		→		← Name of the Game ®		→			→	← Bracken's World ®				→
TOTAL AUDIENCE (Households (000) & %)			9,590 16.4				10,120 17.3						8,130 13.9				
AVERAGE AUDIENCE (Households (000) & %)			7,020 12.0	11.6*		12.4*	5,850 10.0	9.0*		10.3*		10.6*	5,560 9.5	9.6*			9.4*
SHARE OF AUDIENCE %			31	32 *		31 *	22	21 *		23 *		23 *	20	20 *			21 *
AVG. AUD. BY ¼ HR. %			11.6	11.6	12.4	12.4	8.9	9.1	10.0	10.6	10.5	10.8	10.0	9.3	9.1		9.7

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			Flying Nun ®		Brady Bunch ®		Ghost and Mrs. Muir ®		← Here Come the Brides ®			→	← Love, American Style ®				→
TOTAL AUDIENCE (Households (000) & %)			6,610 11.3		8,780 15.0		8,370 14.3		10,410 17.8				10,820 18.5				
AVERAGE AUDIENCE (Households (000) & %)			5,620 9.6		7,550 12.9		7,370 12.6		7,780 13.3				8,720 14.9				
SHARE OF AUDIENCE %			25		31		29		28	12.5*		14.1*	28 *	14.5*			15.3*
AVG. AUD. BY ¼ HR. %			9.2	10.0	11.8	14.0	12.2	13.0	12.1	12.8	14.1	14.2	14.3	14.7	15.5		15.0
CBS TV			← CBS Special Report "SENATE AND THE WAR" (Western Electric)		→		Hogan's Heroes ®		← CBS Friday Night Movies ® "MY BLOOD RUNS COLD" (9:00-11:00PM)								→
TOTAL AUDIENCE (Households (000) & %)			7,610 13.0				7,490 12.8		12,340 21.1								
AVERAGE AUDIENCE (Households (000) & %)			4,860 8.3				6,490 11.1		7,310 12.5								
SHARE OF AUDIENCE %			21	8.5*		8.0*	25		26	11.3*		12.2*		13.6*			13.2*
AVG. AUD. BY ¼ HR. %			9.1	22 *	8.0	20 *	10.7	11.5	11.0	24 *	12.0	25 *	13.4	28 *	13.4		27 *
NBC TV			← High Chaparral ®		→		← Name of the Game ®		→			→	← Bracken's World ®				→
TOTAL AUDIENCE (Households (000) & %)			11,410 19.5				12,460 21.3						8,540 14.6				
AVERAGE AUDIENCE (Households (000) & %)			8,070 13.8	13.0*		14.5*	8,130 13.9	13.1*		14.0*		14.5*	6,380 10.9	11.0*			10.8*
SHARE OF AUDIENCE %			35	34 *		35 *	30	30 *		30 *		29 *	22	23 *			22 *
AVG. AUD. BY ¼ HR. %			12.1	13.9	14.6	14.5	13.1	13.2	13.9	14.0	14.5	14.4	11.1	10.9	10.8		10.8

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	36.4	37.0	36.1	37.5	39.2	40.6	41.0	43.0	44.6	45.5	46.7	47.5	46.9	47.2	46.6	44.8	
WK 2	35.7	36.7	37.6	38.7	40.2	41.9	42.7	44.9	46.4	47.6	49.3	50.0	48.5	49.1	49.4	48.9	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. · FRI. JUNE 5, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. MAY 30, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,250 / 12.4		7,370 / 12.6		9,300 / 15.9				8,010 / 13.7						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show ®				→	← Jimmy Durante Presents the Lennon Sisters Hour ®					→
AVERAGE AUDIENCE (Households (000) & %)			6,380 / 10.9		6,670 / 11.4		7,080 / 12.1	11.7*		12.4*	5,730 / 9.8	10.3*			9.2*		
SHARE OF AUDIENCE %			31		30		27	27 *		26 *	20	21 *			19 *		
AVG. AUD. BY ¼ HR. %			10.4	11.4	11.2	11.7	11.6	11.9	12.4	12.5	10.2	10.5		9.7	8.8		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,010 / 13.7				7,430 / 12.7		7,840 / 13.4		9,010 / 15.4			11,760 / 20.1			
			← Jackie Gleason Show ®				My Three Sons ®		Green Acres ®		Petticoat Junction ®			← Mannix ®			→
AVERAGE AUDIENCE (Households (000) & %)			5,790 / 9.9	8.8*		11.0*	6,490 / 11.1		6,840 / 11.7		8,250 / 14.1			9,360 / 16.0	15.1*		16.8*
SHARE OF AUDIENCE %			27	25 *		29 *	25		25		29			34	32 *		37 *
AVG. AUD. BY ¼ HR. %			8.6	9.0	10.5	11.5	10.5	11.7	11.1	12.3	13.6	14.6		14.4	15.8	16.8	16.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,720 / 14.9				10,760 / 18.4		15,740 / 26.9								
			← Andy Williams Show ®				Adam 12 ®				← NBC Saturday Night at the Movies ® "DON'T JUST STAND THERE" (9:00-11:00PM)						→
AVERAGE AUDIENCE (Households (000) & %)			6,080 / 10.4	9.9*		11.0*	9,540 / 16.3		10,470 / 17.9	17.2*		18.0*			18.4*		18.1*
SHARE OF AUDIENCE %			28	28 *		29 *	37		38	37 *		37 *			38 *		39 *
AVG. AUD. BY ¼ HR. %			10.0	9.8	10.7	11.3	15.7	17.0	16.7	17.7	17.9	18.1		18.5	18.3	18.2	18.0
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,250 / 12.4		7,610 / 13.0		10,650 / 18.2										
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show				→	← The Draft: Who Serves? (Sustainer)					→
AVERAGE AUDIENCE (Households (000) & %)			6,440 / 11.0		6,550 / 11.2		7,660 / 13.1	12.5*		13.7*							
SHARE OF AUDIENCE %			29		26		27	26 *		28 *							
AVG. AUD. BY ¼ HR. %			10.7	11.4	10.5	11.9	12.3	12.7	13.3	14.0							
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,890 / 15.2				9,950 / 17.0		9,240 / 15.8		11,170 / 19.1			13,630 / 23.3			
			← Jackie Gleason Show ®				My Three Sons ®		Green Acres ®		Petticoat Junction ®			← Mannix ®			→
AVERAGE AUDIENCE (Households (000) & %)			6,730 / 11.5	10.8*		12.1*	8,720 / 14.9		8,070 / 13.8		9,830 / 16.8			10,530 / 18.0	17.5*		18.6*
SHARE OF AUDIENCE %			29	29 *		29 *	32		28		33			36	35 *		38 *
AVG. AUD. BY ¼ HR. %			10.6	11.0	12.1	12.1	14.0	15.7	13.9	13.7	16.2	17.4		17.2	17.7	18.3	18.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,470 / 17.9				10,000 / 17.1		16,790 / 28.7								
			← Andy Williams Show ®				Adam 12 ®				← NBC Saturday Night at the Movies ® "FOR THOSE WHO THINK YOUNG" (9:00-11:00PM)						→
AVERAGE AUDIENCE (Households (000) & %)			7,200 / 12.3	11.1*		13.5*	9,180 / 15.7		10,820 / 18.5	16.6*		18.4*			19.9*		19.0*
SHARE OF AUDIENCE %			31	29 *		32 *	33		37	34 *		36 *			40 *		39 *
AVG. AUD. BY ¼ HR. %			10.4	11.9	13.4	13.6	15.3	16.1	16.4	16.8	18.2	18.5		19.6	20.1	19.9	18.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	32.9	33.9	34.8	35.6	37.4	39.3	42.3	44.9	46.0	47.9	47.8	48.8		48.0	47.9	46.8	45.0
WK 2	32.8	34.7	36.7	38.9	41.3	43.5	46.1	48.5	48.9	49.5	50.3	50.8		49.6	50.1	49.5	48.2

U.S. TV Households: 58,300,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 3. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OF) Other Programs: See Pages 46-49

EVE. • SAT. JUNE 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. MAY 31, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV	Land of the Giants®						The F.B.I.®						ABC Sunday Night Movies "HOSTILE GUNS" (9:00-10:50PM)				(1)
	TOTAL AUDIENCE (Households (000) & %)	6,030 / 10.3				11,930 / 20.4				14,860 / 25.4								
	AVERAGE AUDIENCE (Households (000) & %)	4,330 / 7.4		7.0*	7.9*	8,600 / 14.7	13.0*		16.5*	10,590 / 18.1	17.1*		17.7*		19.2*			
	SHARE OF AUDIENCE %	19		19 *	19 *	30	28 *		32 *	32	30 *		30 *		34 *			
	AVG. AUD. BY ¼ HR. %	6.9		7.1	7.5	8.2	12.3	13.7	15.9	17.1	16.6	17.7	17.7	17.8	19.5	19.0	18.8	17.6
	CBS TV	Lassie®		To Rome with Love®			Ed Sullivan Show				GlenCampbell Hour®					Mission: Impossible®		
	TOTAL AUDIENCE (Households (000) & %)	7,370 / 12.6		7,200 / 12.3		12,990 / 22.2				13,750 / 23.5				11,760 / 20.1				
	AVERAGE AUDIENCE (Households (000) & %)	6,260 / 10.7		6,140 / 10.5		9,360 / 16.0	14.3*		17.8*	10,880 / 18.6	18.6*		18.5*	8,600 / 14.7	14.9*		14.4*	
	SHARE OF AUDIENCE %	29		25		33	30 *		35 *	32	33 *		32 *	27	27 *		28 *	
	AVG. AUD. BY ¼ HR. %	10.5	10.9	9.5	11.4	13.8	14.7	17.4	18.2	18.6	18.6	18.8	18.3	15.2	14.6	14.1	14.7	
	NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney® "ONE DAY AT TETON MARSH"				Bill Cosby Show (P & G) ®			Bonanza®					Bold Ones®		
	TOTAL AUDIENCE (Households (000) & %)	7,250 / 12.4		12,400 / 21.2				9,010 / 15.4		12,230 / 20.9				10,880 / 18.6				
	AVERAGE AUDIENCE (Households (000) & %)	6,140 / 10.5		9,180 / 15.7	14.9*		16.5*	8,190 / 14.0		9,650 / 16.5	15.9*		17.0*	8,720 / 14.9	14.8*		14.9*	
	SHARE OF AUDIENCE %	29		36	36 *		35 *	27		29	28 *		29 *	28	26 *		29 *	
	AVG. AUD. BY ¼ HR. %	10.0	11.0	14.7	15.1	16.2	16.8	13.6	14.3	15.7	16.1	16.8	17.2	14.8	14.9	15.0	14.8	

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV	Land of the Giants®						The F.B.I.®						1970 Emmy Awards (9:00-11:20PM)(2)				
	TOTAL AUDIENCE (Households (000) & %)	6,550 / 11.2				12,290 / 21.0				19,710 / 33.7								
	AVERAGE AUDIENCE (Households (000) & %)	4,500 / 7.7		6.9*	8.5*	8,950 / 15.3	13.6*		17.0*	12,520 / 21.4	19.5*		20.9*		22.6*		22.8*	
	SHARE OF AUDIENCE %	23		22 *	24 *	33	31 *		35 *	42	39 *		40 *		43 *		44 *	
	AVG. AUD. BY ¼ HR. %	6.6	7.2	7.9	9.1	13.1	14.1	16.5	17.4	18.5	20.5	20.6	21.1	22.4	22.9	22.9	22.7	
	CBS TV	Lassie®		To Rome with Love®			Ed Sullivan Show				Glen Campbell Hour®					Mission: Impossible®		
	TOTAL AUDIENCE (Households (000) & %)	6,380 / 10.9		6,960 / 11.9		11,820 / 20.2				11,060 / 18.9				10,760 / 18.4				
	AVERAGE AUDIENCE (Households (000) & %)	5,380 / 9.2		6,140 / 10.5		8,190 / 14.0	12.7*		15.3*	7,310 / 12.5	12.0*		12.9*	7,900 / 13.5	13.6*		13.5*	
	SHARE OF AUDIENCE %	27		28		31	29 *		32 *	23	23 *		23 *	26	26 *		26 *	
	AVG. AUD. BY ¼ HR. %	8.9	9.4	9.8	11.3	12.1	13.2	15.1	15.5	11.9	12.1	12.6	13.3	13.6	13.5	13.4	13.5	
	NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney® "MUSIC FOR EVERYBODY"				Bill Cosby Show (P & G) ®			Bonanza®					Bold Ones®		
	TOTAL AUDIENCE (Households (000) & %)	6,960 / 11.9		10,590 / 18.1				7,960 / 13.6		13,690 / 23.4				9,770 / 16.7				
	AVERAGE AUDIENCE (Households (000) & %)	6,030 / 10.3		7,140 / 12.2	11.8*		12.6*	6,840 / 11.7		10,120 / 17.3	16.8*		17.9*	7,250 / 12.4	12.5*		12.2*	
	SHARE OF AUDIENCE %	30		30	31 *		29 *	25		32	32 *		33 *	24	24 *		24 *	
	AVG. AUD. BY ¼ HR. %	9.4	11.2	11.9	11.7	12.8	12.4	11.0	12.5	16.1	17.5	18.2	17.6	12.4	12.7	12.6	11.8	

TV HOUSEHOLDS USING TV (See Def. 1)																	
WK 1	35.4	37.5	40.1	42.8	45.7	48.1	50.0	53.1	56.4	57.4	58.9	58.5	56.5	55.5	54.5	50.0
WK 2	33.0	35.1	36.4	39.1	42.8	44.8	46.5	49.0	51.9	54.0	54.9	54.9	52.7	52.9	52.0	50.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49 (1) ABC WEEKEND NEWS (10:50-11:05PM, WK 1) FOR RATINGS, SEE OP PAGES.

EVE. • SUN. JUNE 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · MON. JUNE 8, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			7,020 12.0				11,560 19.8								5,380 9.2		
				Undersea World of Jacques Cousteau (THE WATER PLANET) (R)						ABC Monday Night Movies (B) (MARCUS WELBY, M.D. (8:30-10:30PM))							Now (Philco-Ford)	
	AVERAGE AUDIENCE (Households (000) & %)			4,740				6,670								4,680		
	SHARE OF AUDIENCE %			8.1	8.4*		7.8*	11.4	8.8*		11.4*		12.3*		13.2*	8.0		
	AVG. AUD. BY ¼ HR. %			19	21 *		18 *	22	19 *		22 *		23 *		25 *	16		
W				8.3	8.5	7.8	7.8	8.6	9.1	11.0	11.7	12.3	12.4	13.7	12.7	8.3		7.8
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			13,160 22.5				11,520 19.7		13,860 23.7		13,860 23.7		14,920 25.5				
E				Gunsmoke (R)				Here's Lucy (R)		Mayberry R.F.D. (Philip Morris) (R)		Doris Day Show (R)		Carol Burnett Show (R)				
	AVERAGE AUDIENCE (Households (000) & %)			9,950				10,180		12,340		12,230		10,940				
K	SHARE OF AUDIENCE %			17.0	16.1*		17.8*	17.4		21.1		20.9		18.7	18.5*			18.8*
	AVG. AUD. BY ¼ HR. %			40	40 *		40 *	37		41		39		37	35 *			38 *
1				16.1	16.1	17.4	18.2	17.0	17.9	20.2	21.9	20.5	21.3	18.7	18.3	19.2		18.4
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			6,200 10.6		12,870 22.0				13,340 22.8								
				My World and Welcome to It (R)		Rowan & Martin Laugh-In (B)					NBC Monday Night at the Movies (R)(B) ("I WALK ALONE" (9:00-11:00PM))							
	AVERAGE AUDIENCE (Households (000) & %)			4,800		8,830				8,190								
	SHARE OF AUDIENCE %			8.2		15.1	13.0*		17.2*	14.0	12.9*		14.3*		14.5*			14.1*
	AVG. AUD. BY ¼ HR. %			20		33	29 *		36 *	27	25 *		26 *		27 *			28 *
				7.7	8.8	11.9	14.0	16.7	17.6	12.8	13.1	14.0	14.7	14.5	14.5	14.4		13.7
	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			8,010 13.7				11,520 19.7								4,210 7.2		
				It Takes a Thief (R)						ABC Monday Night Movies (R)(B) (HOT FOOT (8:30-10:30PM))							Now (Philco-Ford)	
	AVERAGE AUDIENCE (Households (000) & %)			6,380				7,370								3,330		
	SHARE OF AUDIENCE %			10.9	10.4*		11.4*	12.6	11.7*		13.2*		12.9*		12.5*	5.7		
	AVG. AUD. BY ¼ HR. %			23	23 *		23 *	24	23 *		25 *		24 *		23 *	11		
W				10.1	10.7	11.3	11.5	11.6	11.8	12.9	13.5	13.0	12.8	12.8	12.1	6.4		5.0
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			13,980 23.9				11,820 20.2		11,470 19.6		12,230 20.9		16,790 28.7				
E				Gunsmoke (R)				Here's Lucy (R)		Mayberry R.F.D. (General Foods) (R)		Doris Day Show (R)		Carol Burnett Show (R)				
	AVERAGE AUDIENCE (Households (000) & %)			10,880				10,590		9,950		10,760		12,870				
K	SHARE OF AUDIENCE %			18.6	17.7*		19.4*	18.1		17.0		18.4		22.0	20.7*			23.4*
	AVG. AUD. BY ¼ HR. %			39	39 *		40 *	35		32		34		42	38 *			46 *
2				17.1	18.3	19.3	19.6	17.7	18.4	16.2	17.7	17.8	19.0	20.3	21.1	23.3		23.4
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			6,440 11.0		13,690 23.4				14,220 24.3								
				My World and Welcome to It (R)		Rowan & Martin Laugh-In (B)					NBC Monday Night at the Movies (R) ("HOTEL" (9:00-11:00PM))							
	AVERAGE AUDIENCE (Households (000) & %)			5,500		9,420				8,070								
	SHARE OF AUDIENCE %			9.4		16.1	13.7*		18.4*	13.8	15.1*		14.6*		12.9*			12.7*
	AVG. AUD. BY ¼ HR. %			21		32	28 *		36 *	26	28 *		27 *		24 *			25 *
				9.2	9.5	12.8	14.6	18.1	18.8	15.4	14.9	15.0	14.2	13.4	12.5	13.1		12.3
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	39.4	41.2	39.7	41.0	43.0	45.2	46.5	48.6	49.9	52.1	53.3	54.9	53.3	52.6	50.8	48.2
		WK 2	41.2	43.3	44.6	46.3	48.0	49.6	50.8	52.6	52.6	54.5	54.4	54.9	54.6	53.8	51.7	49.7

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship (R) Repeat. See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. · MON. JUNE 15, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · TUE. JUNE 9, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			Mod Squad (R)						Movie of the Week (R)					Marcus Welby, M.D. (R)			
TOTAL AUDIENCE (Households (000) & %)			10,760 18.4				13,510 23.1						13,220 22.6				
AVERAGE AUDIENCE (Households (000) & %)			8,070				8,190						11,120				
SHARE OF AUDIENCE %			13.8	12.4*		15.1*	14.0	13.3*		13.9*		14.8*	19.0	18.4*			19.6*
AVG. AUD. BY ¼ HR. %			32 11.5	31 * 13.2	14.8	34 * 15.5	28 13.3	29 * 13.2	13.5	28 * 14.3	14.9	28 * 14.8	36 17.7	34 * 19.0	19.7		37 * 19.5
CBS TV			Lancer (R)				Red Skelton Hour (R)				Governor and J. J. (R)			60 Minutes "VARIOUS SUBJECTS"			
TOTAL AUDIENCE (Households (000) & %)			10,350 17.7				12,580 21.5				8,420 14.4		9,070 15.5				
AVERAGE AUDIENCE (Households (000) & %)			7,550				8,780				7,250		6,670				
SHARE OF AUDIENCE %			12.9	12.3*		13.5*	15.0	14.8*		15.1*	12.4		11.4	11.4*			11.4*
AVG. AUD. BY ¼ HR. %			30 12.1	30 * 12.5	13.3	30 * 13.6	31 14.4	32 * 15.2	15.3	30 * 14.9	24 12.3	12.5	21 11.5	21 * 11.4	11.2		22 * 11.5
NBC TV			I Dream of Jeannie (R)			G.E. Monogram Series (R) (Gen. Electric-Cons Div.)					NBC Tuesday Night at the Movies (R)						
TOTAL AUDIENCE (Households (000) & %)			7,020 12.0		9,010 15.4				14,630 25.0								
AVERAGE AUDIENCE (Households (000) & %)			5,910		6,030				9,300								
SHARE OF AUDIENCE %			10.1		10.3	9.0*		11.6*	15.9	13.4*		16.4*		17.0*			16.8*
AVG. AUD. BY ¼ HR. %			24 10.0	10.2	23 8.6	20 * 9.5	11.2	25 * 11.9	30 12.4	27 * 14.4	16.3	31 * 15.5	16.9	32 * 17.1	17.0		32 * 16.5
ABC TV			Mod Squad (R)						Movie of the Week (R)					Marcus Welby, M.D. (R)			
TOTAL AUDIENCE (Households (000) & %)			10,240 17.5				15,560 26.6						14,160 24.2				
AVERAGE AUDIENCE (Households (000) & %)			7,840				10,000						11,640				
SHARE OF AUDIENCE %			13.4	12.5*		14.4*	17.1	15.5*		17.2*		18.6*	19.9	19.6*			20.2*
AVG. AUD. BY ¼ HR. %			31 12.3	30 * 12.7	14.2	33 * 14.6	34 15.3	33 * 15.7	16.5	34 * 17.8	18.4	35 * 18.8	38 19.5	37 * 19.8	20.3		39 * 20.2
CBS TV			Lancer (R)				Red Skelton Hour (R)				Governor and J. J. (R)			60 Minutes "VARIOUS SUBJECTS"			
TOTAL AUDIENCE (Households (000) & %)			9,590 16.4				13,050 22.3				9,240 15.8		9,420 16.1				
AVERAGE AUDIENCE (Households (000) & %)			6,960				8,830				8,130		6,960				
SHARE OF AUDIENCE %			11.9	11.5*		12.3*	15.1	13.9*		16.4*	13.9		11.9	12.3*			11.5*
AVG. AUD. BY ¼ HR. %			28 11.3	27 * 11.8	12.5	28 * 12.0	31 13.5	30 * 14.3	16.2	32 * 16.6	26 13.4	14.4	23 12.3	23 * 12.3	12.1		22 * 10.9
NBC TV			I Dream of Jeannie (R)		Debbie Reynolds Show (R)			Julia (R)			NBC Tuesday Night at the Movies (B)(R)						
TOTAL AUDIENCE (Households (000) & %)			7,370 12.6		5,670 9.7		7,610 13.0		12,170 20.8								
AVERAGE AUDIENCE (Households (000) & %)			6,030		5,150		6,320		7,200								
SHARE OF AUDIENCE %			10.3		8.8		10.8		12.3	11.3*		12.2*		12.8*			12.7*
AVG. AUD. BY ¼ HR. %			24 10.3	10.3	20 8.7	9.0	23 10.2	11.5	24 11.0	22 * 11.6	12.3	23 * 12.0	12.9	24 * 12.6	12.9		25 * 12.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1			37.6	38.4	39.7	41.6	43.4	45.6	45.6	47.0	48.8	51.4	52.1	52.4	53.1	53.7	53.3	52.5
WK 2			41.3	41.8	41.7	42.6	43.1	44.0	45.2	47.7	50.2	52.0	52.1	53.5	53.2	53.0	52.4	50.6

U.S. TV Households: 56,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. · TUE. JUNE 16, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · WED. JUNE 10, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			6,960 / 11.9		6,190 / 14.0		7,430 / 12.7		9,360 / 16.0				6,440 / 11.0				
				Nanny and the Professor (R)		Courtship of Eddie's Father (R)		Room 222 (R)		Johnny Cash Show (R)				Engelbert Humperdinck Show (R)				
	AVERAGE AUDIENCE (Households (000) & %)			5,790 / 9.9		7,080 / 12.1		6,490 / 11.1		6,790 / 11.6	11.2*		12.0*	4,330 / 7.4	7.8*		7.0*	
	SHARE OF AUDIENCE %			24		27		23		22	22 *		22 *	14	15 *		14 *	
	AVG. AUD. BY ¼ HR. %			9.4	10.4	11.3	12.9	11.0	11.2	10.8	11.6	12.3	11.7	7.9	7.7	7.3	6.8	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,060 / 18.9				12,690 / 21.7		14,220 / 24.3				14,740 / 25.2				
				Hee-Haw (R)				You're In Love Charlie Brown (Coca-Cola) (R)		Medical Center (R)				Hawaii Five-O (R)				
	AVERAGE AUDIENCE (Households (000) & %)			7,660 / 13.1	11.9*		14.3*	11,350 / 19.4		10,880 / 18.6	18.1*		19.0*	12,050 / 20.6	20.2*		21.1*	
	SHARE OF AUDIENCE %			31	29 *		32 *	40		36	36 *		35 *	40	39 *		42 *	
	AVG. AUD. BY ¼ HR. %			11.5	12.2	13.6	15.1	18.3	20.5	17.5	18.6	18.6	19.5	20.1	20.2	21.1	21.1	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,170 / 19.1						9,770 / 16.7				9,010 / 15.4				
				The Virginian (R)						Kraft Music Hall (Kraftco)				Then Came Bronson (R)				
	AVERAGE AUDIENCE (Households (000) & %)			7,370 / 12.6	11.9*		12.6*		13.3*	6,900 / 11.8	11.6*		12.1*	7,200 / 12.3	12.1*		12.4*	
	SHARE OF AUDIENCE %			28	29 *		28 *		27 *	23	23 *		23 *	24	23 *		24 *	
	AVG. AUD. BY ¼ HR. %			11.8	12.0	12.5	12.7	13.5	13.1	11.7	11.5	12.0	12.1	11.6	12.6	12.5	12.3	
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			7,430 / 12.7		8,130 / 13.9		7,020 / 12.0		8,780 / 15.0				6,790 / 11.6				
				Nanny and the Professor (R)		Courtship of Eddie's Father (R)		Room 222 (R)		Johnny Cash Show (R)				Engelbert Humperdinck Show (R)				
	AVERAGE AUDIENCE (Households (000) & %)			6,440 / 11.0		7,310 / 12.5		6,490 / 11.1		5,970 / 10.2	9.8*		10.5*	4,800 / 8.2	8.1*		8.2*	
	SHARE OF AUDIENCE %			27		28		24		20	20 *		20 *	17	16 *		17 *	
	AVG. AUD. BY ¼ HR. %			10.2	11.8	12.2	12.7	10.8	11.3	9.6	10.0	10.3	10.8	8.0	8.1	8.0	8.5	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			9,360 / 16.0				9,830 / 16.8		12,340 / 21.1				14,450 / 24.7				
				Hee-Haw (R)				Beverly Hillbillies (R)		Medical Center (R)				Hawaii Five-O (R)				
	AVERAGE AUDIENCE (Households (000) & %)			6,840 / 11.7	11.6*		11.8*	8,370 / 14.3		9,770 / 16.7	15.7*		17.7*	11,580 / 19.8	20.1*		19.4*	
	SHARE OF AUDIENCE %			27	28 *		27 *	30		33	31 *		34 *	40	40 *		40 *	
	AVG. AUD. BY ¼ HR. %			11.6	11.7	11.6	12.1	13.4	15.1	14.8	16.6	17.6	17.8	19.7	20.6	20.2	18.5	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,350 / 19.4						11,000 / 18.8				7,610 / 13.0				
				The Virginian (R)						Kraft Music Hall (Kraftco)				Then Came Bronson (R)				
	AVERAGE AUDIENCE (Households (000) & %)			7,960 / 13.6	12.7*		13.8*		14.3*	7,900 / 13.5	13.9*		13.1*	5,440 / 9.3	9.2*		9.3*	
	SHARE OF AUDIENCE %			31	31 *		31 *		30 *	27	28 *		25 *	19	18 *		19 *	
	AVG. AUD. BY ¼ HR. %			12.3	13.2	13.8	13.9	14.8	13.8	13.9	13.9	13.4	12.9	9.1	9.4	9.5	9.2	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	38.2	38.9	39.6	41.7	43.2	46.0	47.6	49.6	49.9	51.7	52.9	54.3	52.5	52.4	51.9	49.6	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 2	38.7	38.9	40.1	42.1	43.6	45.3	46.2	47.7	49.2	51.0	51.2	51.9	50.5	50.7	49.3	47.2	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs. See Pages 46-49

EVE. · WED. JUNE 17, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · THU. JUNE 11, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,620 / 9.6		7,610 / 13.0		9,360 / 16.0		10,940 / 18.7				6,840 / 11.7				
			Animal	World	That Girl (R)		Bewitched (R)		This Is Tom Jones (R)				Harold Robbins–The Survivors (R)				
AVERAGE AUDIENCE (Households (000) & %)			4,560		6,320		7,960		7,430				4,450				
SHARE OF AUDIENCE %			7.8		10.8		13.6		12.7	12.4*		13.1*	7.6	7.9*			7.2*
AVG. AUD. BY ¼ HR. %			21		26		31		25	26 *		25 *	15	15 *			15 *
WEEK 1			7.7	8.0	10.4	11.3	13.0	14.3	11.9	12.9	13.2	13.0	8.2	7.7	7.3		7.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,770 / 16.7		11,000 / 18.8				16,730 / 28.6								
			Family Affair (R)		Jim Nabor's Hour (R)				CBS Thursday Night Movies (R) ISLAND IN THE SUN* (9:30-11:10PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			8,420		7,960				9,590								
SHARE OF AUDIENCE %			14.4		13.6	13.4*		13.9*	16.4	14.6*		16.3*		17.5*			17.4*
AVG. AUD. BY ¼ HR. %			38		32	32 *		32 *	33	30 *		31 *		34 *			36 *
WEEK 1			13.7	15.1	13.4	13.4	13.8	13.9	14.2	15.0	16.1	16.5	17.3	17.7	17.7		17.1
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,190 / 14.0				12,690 / 21.7				10,530 / 18.0		13,690 / 23.4				
			Daniel Boone (R)				Ironside (R)				Dragnet (R)		Dean Martin Show (R)				
AVERAGE AUDIENCE (Households (000) & %)			5,850				9,070				9,540		10,350				
SHARE OF AUDIENCE %			10.0	9.0*		11.0*	15.5	13.2*		17.7*	16.3		17.7	17.9*			17.5*
AVG. AUD. BY ¼ HR. %			25	24 *		27 *	33	30 *		36 *	31		35	35 *			36 *
WEEK 1			8.9	9.1	10.6	11.3	12.6	13.8	17.3	18.1	15.9	16.6	17.5	18.3	18.1		16.8
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,090 / 8.7		8,310 / 14.2		9,950 / 17.0		9,770 / 16.7				6,260 / 10.7				
			Animal	World	That Girl (R)		Bewitched (R)		This Is Tom Jones (R)				Harold Robbins–The Survivors (R)				
AVERAGE AUDIENCE (Households (000) & %)			4,500		7,370		8,890		6,960				4,390				
SHARE OF AUDIENCE %			7.7		12.6		15.2		11.9	11.9*		11.9*	7.5	7.6*			7.5*
AVG. AUD. BY ¼ HR. %			19		29		32		24	24 *		24 *	16	16 *			16 *
WEEK 2			7.5	7.8	12.2	13.1	14.8	15.5	11.9	11.9	12.1	11.8	7.9	7.3	7.4		7.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,000 / 18.8		10,940 / 18.7				15,500 / 26.5								
			Family Affair (R)		Jim Nabor's Hour (R)				CBS Thursday Night Movies (R) WHERE THE SPIES SLEEP (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			9,480		7,660				8,950								
SHARE OF AUDIENCE %			16.2		13.1	12.8*		13.4*	15.3	13.2*		15.6*		16.7*			15.8*
AVG. AUD. BY ¼ HR. %			40		29	29 *		29 *	31	27 *		31 *		35 *			34 *
WEEK 2			15.1	17.3	12.9	12.7	13.0	13.8	12.9	13.5	15.8	15.4	16.6	16.8	16.3		15.4
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,240 / 15.8				13,510 / 23.1				10,820 / 18.5		12,990 / 22.2				
			Daniel Boone (R)				Ironside (R)				Dragnet (R)		Dean Martin Show (R)				
AVERAGE AUDIENCE (Households (000) & %)			6,550				9,950				9,650		9,540				
SHARE OF AUDIENCE %			11.2	10.1*		12.3*	17.0	14.6*		19.3*	16.5		16.3	15.8*			16.8*
AVG. AUD. BY ¼ HR. %			26	25 *		28 *	35	31 *		39 *	33		34	33 *			36 *
WEEK 2			10.1	10.1	11.9	12.6	14.1	15.1	18.7	20.0	16.4	16.6	15.4	16.2	17.5		16.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	36.4	36.9	36.6	38.5	40.3	42.3	43.2	44.9	46.9	50.0	51.2	53.3	51.5	51.0	49.8		47.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	36.9	39.0	39.9	42.1	43.2	44.4	46.0	47.9	48.6	49.4	49.9	50.2	48.5	48.3	47.9		45.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49.

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. · THU. JUNE 18, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · FRI. JUNE 12, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,210 / 8.9		6,610 / 11.3		6,260 / 10.7		8,540 / 14.6				11,120 / 19.0				
			Flying Nun (R)		Brady Bunch (R)		Ghost and Mrs. Muir (R)		Here Come the Brides (R)						Love, American Style (R)		
AVERAGE AUDIENCE (Households (000) & %)			4,330 / 7.4		5,730 / 9.8		5,440 / 9.3		6,030 / 10.3				8,420 / 14.4				
SHARE OF AUDIENCE %			19		24		22		23	9.5* / 22 *		11.2* / 24 *	31	14.0* / 29 *		14.8* / 32 *	
AVG. AUD. BY ¼ HR. %			7.2	7.5	9.3	10.3	9.3	9.4	9.0	9.9	10.7	11.6	13.6	14.5	14.9	14.7	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			6,610 / 11.3		6,260 / 10.7		8,780 / 15.0		13,920 / 23.8								
			Get Smart (R)		Tim Conway Show		Hogan's Heroes (R)		CBS Friday Night Movies (R)(B) "THE ALPHABET MURDERS" (9:00-11:30PM)								
AVERAGE AUDIENCE (Households (000) & %)			5,910 / 10.1		5,500 / 9.4		7,720 / 13.2		8,010 / 13.7	14.0* / 32 *		13.7* / 29 *		13.8* / 28 *		13.2* / 29 *	
SHARE OF AUDIENCE %			27		23		31		30								
AVG. AUD. BY ¼ HR. %			9.9	10.3	9.2	9.6	12.6	13.8	13.9	14.1	13.5	13.8	13.8	13.9	14.1	12.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,540 / 16.3				11,580 / 19.8						9,010 / 15.4				
			High Chaparral (R)				Name of the Game (R)							New Communicators (E. I. DuPont)			
AVERAGE AUDIENCE (Households (000) & %)			7,490 / 12.8				7,250 / 12.4						4,800 / 8.2				
SHARE OF AUDIENCE %			32	12.1* / 32 *		13.6* / 33 *	28	12.3* / 29 *		11.9* / 27 *		13.1* / 28 *	17	9.8* / 20 *		6.6* / 14 *	
AVG. AUD. BY ¼ HR. %			11.6	12.5	13.4	13.7	12.1	12.6	12.2	11.7	12.7	13.4	11.2	8.5	6.8	6.4	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,090 / 8.7		6,730 / 11.5		8,540 / 14.6				10,240 / 17.5					5,380 / 9.2	
			Flying Nun (R)		Brady Bunch (R)				Here Come the Brides (R)				Love, American Style (R)				U.S. Open Golf Highlights
AVERAGE AUDIENCE (Households (000) & %)			4,390 / 7.5		5,850 / 10.0		6,260 / 10.7				7,780 / 13.3					4,270 / 7.3	
SHARE OF AUDIENCE %			22		27		26	9.7* / 25 *		11.7* / 27 *	28	12.5* / 26 *		14.2* / 30 *		16	
AVG. AUD. BY ¼ HR. %			7.2	7.8	9.6	10.3	9.7	9.8	11.4	12.0	12.4	12.6	14.0	14.3	8.0	6.5	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			6,730 / 11.5		5,850 / 10.0		7,490 / 12.8		12,460 / 21.3								
			Get Smart (R)		Tim Conway Show		Hogan's Heroes (R)		CBS Friday Night Movies (R)(B) "MISTER SUDDENLY" (9:32-10:45PM)						On A Clear Day (10:45-11:00PM) (CONTINUED)		
AVERAGE AUDIENCE (Households (000) & %)			5,320 / 9.1		4,910 / 8.4		6,380 / 10.9		6,730 / 11.5	9.5* / 22 *		11.1* / 23 *		12.6* / 27 *			
SHARE OF AUDIENCE %			26		23		28		25								
AVG. AUD. BY ¼ HR. %			8.8	9.4	8.0	8.7	10.5	11.4	9.6	9.5	10.9	11.4	12.7	12.5	14.0		
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,300 / 15.9				11,520 / 19.7						9,710 / 16.6				
			High Chaparral (R)				Name of the Game (R)							Bracken's World (R)			
AVERAGE AUDIENCE (Households (000) & %)			6,840 / 11.7				7,720 / 13.2						6,840 / 11.7				
SHARE OF AUDIENCE %			33	10.9* / 32 *		12.6* / 34 *	30	12.0* / 31 *		13.4* / 30 *		14.3* / 30 *	25	10.2* / 22 *		13.1* / 29 *	
AVG. AUD. BY ¼ HR. %			10.5	11.3	12.4	12.7	11.6	12.3	13.0	13.7	14.4	14.2	10.0	10.5	12.4	13.9	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	36.9	37.8	37.5	38.7	39.9	41.4	42.2	43.1	43.1	44.0	46.2	48.0	48.7	48.4	47.3	44.1	
WK 2	34.3	33.7	33.4	35.4	36.2	37.7	37.8	40.7	43.2	45.0	47.6	48.1	47.3	47.5	46.4	44.0	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49

EVE. · FRI. JUNE 19, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SAT. JUNE 13, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			7,370 / 12.6		7,140 / 12.2		9,710 / 16.6				6,960 / 11.9						
				Let's Make a Deal		Newlywed Game		← Lawrence Welk Show (R) →				← Jimmy Durante Presents the Lennon Sisters Hour (R) →						
	AVERAGE AUDIENCE (Households (000) & %)			6,200 / 10.6		6,730 / 11.5		6,670 / 11.4	11.2*		11.7*	4,390 / 7.5	8.0*		6.9*			
	SHARE OF AUDIENCE %			28		28		25	26 *		25 *	15	17 *		14 *			
	AVG. AUD. BY ¼ HR. %			9.8	11.3	11.5	11.6	10.9	11.4	11.9	11.5	8.4	7.7	7.0	6.9			
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			8,250 / 14.1				9,010 / 15.4		9,420 / 16.1		11,470 / 19.6		12,750 / 21.8				
				← Jackie Gleason Show (R) →				My Three Sons (R)		Green Acres (R)		Petticoat Junction (R)		← Mannix (R) →				
	AVERAGE AUDIENCE (Households (000) & %)			5,790 / 9.9	9.1*		10.6*	7,960 / 13.6		8,310 / 14.2		9,890 / 16.9		10,000 / 17.1	16.5*		17.6*	
	SHARE OF AUDIENCE %			25	24 *		26 *	31		31		35		35	34 *		37 *	
	AVG. AUD. BY ¼ HR. %			8.8	9.4	10.2	11.1	13.0	14.2	13.3	15.2	16.1	17.7	16.1	16.8	17.7	17.6	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			9,180 / 15.7				9,770 / 16.7		15,330 / 26.2								
				← Andy Williams Show (R) →				Adam 12 (R)		← NBC Saturday Night at the Movies (R) →								
	AVERAGE AUDIENCE (Households (000) & %)			6,610 / 11.3	11.0*		11.6*	8,480 / 14.5		9,480 / 16.2	14.0*		16.4*		17.5*		17.0*	
	SHARE OF AUDIENCE %			29	29 *		28 *	33		34	30 *		34 *		36 *		35 *	
	AVG. AUD. BY ¼ HR. %			10.8	11.1	11.4	11.7	14.0	15.0	13.9	14.1	16.2	16.7	17.5	17.6	17.4	16.7	

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			6,610 / 11.3		7,610 / 13.0		9,300 / 15.9				7,720 / 13.2						
			U.S. Open Golf Tournament	← Let's Make a Deal		Newlywed Game		← Lawrence Welk Show →				← Jimmy Durante Presents the Lennon Sisters Hour (R) →						
	AVERAGE AUDIENCE (Households (000) & %)			5,910 / 10.1		6,490 / 11.1		6,790 / 11.6	11.4*		11.8*	5,150 / 8.8	8.6*		8.9*			
	SHARE OF AUDIENCE %		7.8* / 23 *	27		27		25	25 *		24 *	17	17 *		17 *			
	AVG. AUD. BY ¼ HR. %	7.7	7.8	9.4	10.8	11.0	11.2	11.3	11.4	11.9	11.8	8.8	8.5	8.9	8.9			
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			9,360 / 16.0				8,540 / 14.6		8,890 / 15.2		9,890 / 16.9		12,580 / 21.5				
				← Jackie Gleason Show (R) →				My Three Sons (R)		Green Acres (R)		Petticoat Junction (R)		← Mannix (R) →				
	AVERAGE AUDIENCE (Households (000) & %)			6,790 / 11.6	10.8*		12.5*	7,720 / 13.2		7,660 / 13.1		8,720 / 14.9		9,950 / 17.0	16.3*		17.7*	
	SHARE OF AUDIENCE %			29	29 *		31 *	29		27		29		33	32 *		35 *	
	AVG. AUD. BY ¼ HR. %			10.3	11.3	12.4	12.6	12.7	13.6	12.9	13.3	14.2	15.6	16.1	16.6	17.5	18.0	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,000 / 18.8				10,710 / 18.3		16,610 / 28.4								
				← Andy Williams Presents The Ray Stevens Show →				Adam 12 (R)		← NBC Saturday Night at the Movies (R) →								
	AVERAGE AUDIENCE (Households (000) & %)			7,490 / 12.8	13.1*		12.6*	9,360 / 16.0		10,820 / 18.5	17.3*		18.6*		18.8*		18.9*	
	SHARE OF AUDIENCE %			32	34 *		31 *	35		37	35 *		37 *		37 *		37 *	
	AVG. AUD. BY ¼ HR. %			13.2	13.0	12.2	13.0	15.3	16.6	16.7	17.9	18.3	19.0	18.9	18.7	18.8	19.0	

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	34.0	35.1	37.2	38.9	40.1	41.5	42.5	44.2	46.0	47.0	47.7	49.0	48.6	49.3	48.4	48.0	
WK 2	34.6	36.1	37.4	38.8	40.2	41.1	43.8	46.7	48.5	49.8	50.0	51.2	51.1	51.3	50.9	50.7	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (6) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 46-49 (1) FOR REM. RATINGS, SEE OP PAGES. (2) FOR RATINGS, SEE PAGE 39.

EVE. · SAT. JUNE 20, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SUN. JUNE 14, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV	Land of the Giants®					The F.B.I.®			ABC Sunday Night Movies® (HEAT ON A HERD-TO-ROUND)								
TOTAL AUDIENCE (Households (000) & %)	6,730 / 11.5				11,470 / 19.6				15,800 / 27.0								
AVERAGE AUDIENCE (Households (000) & %)	4,740				8,660				8,890								
SHARE OF AUDIENCE %	8.1	7.3*		8.8*	14.8	13.2*		16.4*	15.2	15.8*		15.8*		15.7*		14.5*	
AVG. AUD. BY ¼ HR. %	21 / 7.1	20 * / 7.6	8.9	21 * / 8.7	30 / 12.6	28 * / 13.8	15.9	33 * / 17.0	30 / 15.8	30 * / 15.7	15.9	30 * / 15.7	16.2	31 * / 15.2	14.6	30 * / 14.3	
WEEK 2																	
CBS TV	Lassie®		To Rome with Love®			Ed Sullivan Show			GlenCampbell Hour®				Mission: Impossible®				
TOTAL AUDIENCE (Households (000) & %)	6,790 / 11.6		7,430 / 12.7		11,060 / 18.9				12,170 / 20.8				10,530 / 18.0				
AVERAGE AUDIENCE (Households (000) & %)	5,730		6,320		8,310				9,360				8,370				
SHARE OF AUDIENCE %	9.8		10.8		14.2	13.0*		15.5*	16.0	15.9*		16.1*	14.3	14.3*		14.3*	
AVG. AUD. BY ¼ HR. %	27 / 9.3	10.3	26 / 10.3	11.4	29 / 12.5	28 * / 13.5	15.5	31 * / 15.5	30 / 15.5	30 * / 16.3	16.2	30 * / 16.1	29 / 14.2	29 * / 14.4	14.6	29 * / 14.0	
WEEK 1																	
NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney® (FLASH, THE TOUCHMARK [illegible])				Bill Cosby Show® (P & G)			Bonanza®				Bold Ones®			
TOTAL AUDIENCE (Households (000) & %)	8,130 / 13.9		13,630 / 23.3				10,410 / 17.8		13,160 / 22.5				11,170 / 19.1				
AVERAGE AUDIENCE (Households (000) & %)	6,900		10,060				9,240		9,830				9,130				
SHARE OF AUDIENCE %	11.8		17.2	15.9*		18.5*	15.8		16.8	16.2*		17.5*	15.6	15.5*		15.6*	
AVG. AUD. BY ¼ HR. %	32 / 11.0	15.6	39 / 15.0	38 * / 16.7	18.5	39 * / 18.5	31 / 15.2	16.4	32 / 16.2	31 * / 16.3	17.4	33 * / 17.5	32 / 14.8	31 * / 16.2	16.1	32 * / 15.2	
WEEK 2																	
ABC TV	Land of the Giants®					The F.B.I.®			ABC Sunday Night Movies® (HOW MANY DEATHS TILL [illegible])								
TOTAL AUDIENCE (Households (000) & %)	5,150 / 8.8				9,480 / 16.2				14,740 / 25.2								
AVERAGE AUDIENCE (Households (000) & %)	3,330				6,550				9,540								
SHARE OF AUDIENCE %	5.7	5.2*		6.1*	11.2	9.7*		12.7*	16.3	15.1*		15.8*		16.7*		17.6*	
AVG. AUD. BY ¼ HR. %	15 / 4.8	14 * / 5.6	6.1	15 * / 6.2	25 / 9.0	22 * / 10.4	12.4	27 * / 13.1	32 / 14.6	29 * / 15.5	15.9	29 * / 15.6	16.8	33 * / 16.7	17.3	35 * / 18.0	
WEEK 2																	
CBS TV	Lassie®		To Rome with Love®			Ed Sullivan Show®			Glen Campbell Hour®				Mission: Impossible®				
TOTAL AUDIENCE (Households (000) & %)	6,790 / 11.6		6,960 / 11.9		12,230 / 20.9				11,930 / 20.4				12,110 / 20.7				
AVERAGE AUDIENCE (Households (000) & %)	5,970		6,260		8,250				9,010				9,360				
SHARE OF AUDIENCE %	10.2		10.7		14.1	12.1*		16.0*	15.4	15.0*		15.8*	16.0	15.9*		16.1*	
AVG. AUD. BY ¼ HR. %	28 / 10.1	10.2	27 / 10.3	11.1	31 / 11.4	28 * / 12.8	15.8	34 * / 16.1	29 / 14.9	29 * / 15.1	15.3	29 * / 16.4	32 / 15.8	32 * / 16.0	16.1	32 * / 16.0	
WEEK 2																	
NBC TV	Wild Kingdom® (Mutual of Omaha)		Wonderful World of Disney® (RUN, LIGHT BUCK, RUN)				Bill Cosby Show® (P & G)			Bonanza®				Bold Ones®			
TOTAL AUDIENCE (Households (000) & %)	8,070 / 13.8		13,570 / 23.2				10,180 / 17.4		13,610 / 23.6				8,890 / 15.2				
AVERAGE AUDIENCE (Households (000) & %)	6,960		10,350				9,130		10,880				6,840				
SHARE OF AUDIENCE %	11.9		17.7	16.3*		19.1*	15.6		18.6	18.2*		19.0*	11.7	11.7*		11.7*	
AVG. AUD. BY ¼ HR. %	33 / 11.2	12.6	43 / 15.7	41 * / 16.8	19.4	44 * / 18.7	33 / 15.0	16.1	35 / 17.8	35 * / 18.6	19.4	35 * / 18.6	23 / 11.9	23 * / 11.5	11.8	23 * / 11.6	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	34.9	38.0	40.4	42.4	45.9	48.1	49.1	51.3	52.3	53.1	53.6	53.0	50.3	50.0	49.4	47.6	
WK 2	35.3	37.4	38.7	40.3	42.6	44.8	46.2	48.3	51.4	53.4	54.3	54.3	50.7	50.2	50.9	50.1	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. · SUN. JUNE 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · MON. JUNE 29, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			7,960 / 13.6				10,590 / 18.1								3,570 / 6.1		
				← It Takes a Thief Ⓡ				← ABC Monday Night Movies Ⓡ Ⓡ "THE LONELY MAN" (8:30-10:20PM)							"Too Late The Hero" (sus.)	Now (Philco-Ford)		
	AVERAGE AUDIENCE (Households (000) & %)			5,730				6,320								3,280		
	SHARE OF AUDIENCE %			9.8	9.4*		10.2*	10.8	10.4*		10.9*		11.2*			5.6		
	AVG. AUD. BY ¼ HR. %			23	23 *		22 *	21	21 *		21 *		21 *			11		
				9.3	9.5	10.0	10.4	10.2	10.6	10.8	11.1	11.4	10.9	11.0	9.3	5.7	5.5	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,580 / 19.8				10,590 / 18.1		11,170 / 19.1		11,820 / 20.2		14,390 / 24.6				
				← Gunsmoke Ⓡ				Lucy Show Ⓡ		Mayberry R.F.D. (General Foods) Ⓡ		Doris Day Show Ⓡ		← Carol Burnett Show Ⓡ				
	AVERAGE AUDIENCE (Households (000) & %)			8,890				9,360		9,710		10,410		10,410				
	SHARE OF AUDIENCE %			15.2	14.6*		15.7*	16.0		16.6		17.8		17.8	17.5*			18.2*
	AVG. AUD. BY ¼ HR. %			35	35 *		35 *	33		33		34		35	33 *			36 *
				14.2	15.1	15.7	15.7	15.6	16.5	15.9	17.3	17.5	18.1	17.3	17.7	18.1	18.2	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			6,080 / 10.4		10,940 / 18.7				15,330 / 26.2								
				My World and Ⓡ Welcome to It			← Liza (Glass Container Mfrs.)			→ NBC Monday Night at the Movies Ⓡ "RUN A CROOKED MILE" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			5,090		7,430				9,360								
	SHARE OF AUDIENCE %			8.7		12.7	12.1*		13.3*	16.0	13.4*		15.1*		17.4*			17.9*
	AVG. AUD. BY ¼ HR. %			31		27	27 *			31					23 *			26 *
				8.0														
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			6,960 / 11.9				11,170 / 19.1								3,390 / 5.8		
				← It Takes a Thief Ⓡ						← ABC Monday Night Movies Ⓡ "PICTURE MOMMY DEAD" (8:30-10:20PM)					"Oliver" (sus.)	Now (Co-sponsor)		
	AVERAGE AUDIENCE (Households (000) & %)			5,210				6,960								2,520		
	SHARE OF AUDIENCE %			8.9	8.3*		9.5*	11.9	10.0*		11.8*		12.7*			4.3		
	AVG. AUD. BY ¼ HR. %			23	22 *		23 *	25	23 *		25 *		25 *			9		
				8.3	8.3	9.2	9.7	9.3	10.7	11.4	12.1	12.6	12.7	13.9	12.8	4.8	3.9	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			10,410 / 17.8				11,290 / 19.3		10,120 / 17.3		10,820 / 18.5		13,220 / 22.6				
				← Gunsmoke Ⓡ				Lucy Show Ⓡ		Mayberry R.F.D. (Philip Morris) Ⓡ		Doris Day Show Ⓡ		← Wild, Wild West Ⓡ				
	AVERAGE AUDIENCE (Households (000) & %)			8,010				9,650		8,830		9,480		9,360				
	SHARE OF AUDIENCE %			13.7	13.1*		14.2*	16.5		15.1		16.2		16.0	15.6*			16.4*
	AVG. AUD. BY ¼ HR. %			35	35 *		34 *	38		32		31		32	30 *			35 *
				13.0	13.3	13.9	14.6	15.9	17.1	14.9	15.4	15.8	16.6	14.9	16.2	16.8	16.0	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			6,200 / 10.6		6,960 / 11.9		17,140 / 29.3										
				My World and Ⓡ Welcome to It		Monday Theater "TWO BOYS"					← NBC Monday Night at the Movies Ⓡ "HOW TO MURDER YOUR WIFE" (8:30-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)			5,320		6,200		8,370										
	SHARE OF AUDIENCE %			9.1		10.6		14.3	10.5*		12.7*		14.3*		16.2*			18.1*
	AVG. AUD. BY ¼ HR. %			24		26		30	24 *		27 *		28 *		31 *			38 *
				8.7	9.4	10.4	10.8	10.4	10.5	12.2	13.2	13.9	14.7	15.6	16.7	18.7	17.4	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	39.6	39.9	40.5	42.0	44.5	46.4	47.5	49.4	50.2	51.4	52.2	52.7	53.0	51.8	50.5	49.3
		WK 2	36.5	36.9	36.9	38.3	40.4	42.3	42.4	44.5	46.2	48.5	50.6	52.6	52.6	51.3	48.9	45.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. · MON. JULY 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. JUNE 30, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,590 / 16.4				11,350 / 19.4							12,170 / 20.8			
			Mod Squad ®						Movie of the Week ® "MAKE ME WHEN THE WAR IS OVER"					Marcus Welby, M.D. ®			
AVERAGE AUDIENCE (Households (000) & %)			7,140 / 12.2	11.4*		13.0*	5,850 / 10.0	9.4*		9.5*		11.2*		9,480 / 16.2	15.1*		17.3*
SHARE OF AUDIENCE %			30	30 *		31 *	22	22 *		20 *		23 *		32	30 *		35 *
AVG. AUD. BY ¼ HR. %			10.9	11.9	13.0	13.0	9.8	9.0	9.1	9.8	10.8	11.5		14.4	15.7	16.7	18.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,690 / 23.4								8,250 / 14.1			6,490 / 11.1			
			CBS Tuesday Night Movies "FIVE WEEKS IN A BALLOON" (7:30-9:30PM)								Governor and J. J. ®			CBS News Hour "WHERE WE STAND IN INDOCHINA"			
AVERAGE AUDIENCE (Households (000) & %)			7,960 / 13.6	12.2*		13.2*		14.7*		14.4*	6,960 / 11.9			4,390 / 7.5	7.6*		7.3*
SHARE OF AUDIENCE %			32	32 *		32 *		34 *		31 *	24			15	15 *		15 *
AVG. AUD. BY ¼ HR. %			12.6	11.9	12.6	13.7	14.6	14.9	14.5	14.3	11.8	12.0		8.1	7.2	7.0	7.7
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,440 / 9.3		5,790 / 9.9		8,480 / 14.5		15,500 / 26.5								
			I Dream of Jeannie ®		Debbie Reynolds Show ®		Julia ®				NBC Tuesday Night at the Movies ® "FRANKIE & JOHNNY" (9:00-11:00PM)						
AVERAGE AUDIENCE (Households (000) & %)			4,560 / 7.8		4,910 / 8.4		7,310 / 12.5		9,540 / 16.3	13.3*		16.4*			18.4*		17.1*
SHARE OF AUDIENCE %			20		20		29		33	28 *		34 *			37 *		34 *
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,660 / 14.8				14,920 / 25.5							17,900 / 30.6			
			Mod Squad ®						Movie of the Week ® "GIDGET GROWS UP"					Marcus Welby, M.D. ®			
AVERAGE AUDIENCE (Households (000) & %)			5,910 / 10.1	9.5*		10.7*	10,530 / 18.0	14.1*		18.6*		21.3*		14,510 / 24.8	24.6*		25.1*
SHARE OF AUDIENCE %			28	27 *		28 *	41	35 *		41 *		45 *		54	52 *		55 *
AVG. AUD. BY ¼ HR. %			9.5	9.4	9.9	11.5	13.4	14.7	17.8	19.4	21.0	21.5		23.8	25.3	25.1	25.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,520 / 21.4								7,310 / 12.5						
			CBS Tuesday Night Movies "PANIC IN THE CITY" (7:30-9:30PM)								Governor and J. J. ®			Democratic National Comm. Response-Part 1 (10:00-10:25PM) (SUSTAINER) (1)			
AVERAGE AUDIENCE (Households (000) & %)			7,020 / 12.0	11.0*		11.7*		12.4*		13.1*	6,440 / 11.0						
SHARE OF AUDIENCE %			30	31 *		31 *		31 *		29 *	23						
AVG. AUD. BY ¼ HR. %			10.8	11.1	11.8	11.5	12.3	12.4	13.1	13.1	10.6	11.4					
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,260 / 10.7		6,490 / 11.1		6,140 / 10.5		10,530 / 18.0								
			I Dream of Jeannie ®		Debbie Reynolds Show ®		Julia ®						First Tuesday				
AVERAGE AUDIENCE (Households (000) & %)			5,380 / 9.2		5,620 / 9.6		5,210 / 8.9		4,560 / 7.8	7.1*		8.3*			7.7*		8.0*
SHARE OF AUDIENCE %			26		25		22		17	16 *		18 *			16 *		18 *
AVG. AUD. BY ¼ HR. %			8.9	9.5	9.7	9.6	8.7	9.1	6.9	7.4	8.6	8.1	8.1		7.3	7.7	8.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	37.8	38.3	38.1	38.7	40.6	42.9	42.8	43.8	46.0	47.7	48.2	49.7	50.1	50.6	50.8	48.9	
WK 2	35.7	35.2	34.6	35.9	37.5	38.5	39.1	41.2	44.1	46.2	46.3	47.7	46.9	46.9	45.6	45.1	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) DEMOCRATIC ANALYSIS (10:25-10:30PM) (WK 2)(S)(SUSTAINER)

EVE. • TUE. JULY 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. JULY 1, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,320 / 9.1		6,440 / 11.0		6,960 / 11.9		9,830 / 16.8								
			Nanny and the Professor ®		Courtship of Eddie's Father ®		Room 222 ®		← Johnny Cash Show ®					Conversation With Pres. Nixon (Sustainer) →			
AVERAGE AUDIENCE (Households (000) & %)			4,450 / 7.6		5,380 / 9.2		6,200 / 10.6		6,790 / 11.6	11.3*			11.8*				
SHARE OF AUDIENCE %			20		23		25		25	25 *			25 *				
AVG. AUD. BY ¼ HR. %			7.6	7.7	8.6	9.8	10.2	11.0	11.1	11.6	11.6		11.9				
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,180 / 15.7		8,190 / 14.0		8,890 / 15.2		11,060 / 18.9								
			Where's Huddles		Gomer Pyle - USMC ®		Beverly Hillbillies ®		← Medical Center ®					Conversation With Pres. Nixon (Sustainer) →			
AVERAGE AUDIENCE (Households (000) & %)			7,610 / 13.0		7,080 / 12.1		7,960 / 13.6		8,250 / 14.1	13.3*			14.8*				
SHARE OF AUDIENCE %			34		30		32		31	30 *			32 *				
AVG. AUD. BY ¼ HR. %			12.9	13.2	11.6	12.5	13.1	14.1	12.8	13.9	15.0		14.6				
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,520 / 19.7						8,830 / 15.1								
			← The Virginian ® →							← Kraft Music Hall (Kraftco) →				Conversation With Pres. Nixon (Sustainer) →			
AVERAGE AUDIENCE (Households (000) & %)			7,840 / 13.4	12.1*		13.6*		14.6*	6,440 / 11.0	10.3*			11.6*				
SHARE OF AUDIENCE %			34	32 *		35 *		34 *	24	23 *			24 *				
AVG. AUD. BY ¼ HR. %			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]				
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,440 / 9.3		7,490 / 12.8		8,010 / 13.7		13,630 / 23.3					11,520 / 19.7			
			Nanny and the Professor ®		Courtship of Eddie's Father ®		Room 222 ®		← Johnny Cash Presents The Everly Brothers →					← Smothers Brothers Comedy Hour →			
AVERAGE AUDIENCE (Households (000) & %)			4,680 / 8.0		6,840 / 11.7		7,080 / 12.1		10,300 / 17.6	17.2*			17.9*	8,420 / 14.4	15.3*		13.5*
SHARE OF AUDIENCE %			19		27		26		35	34 *			35 *	30	31 *		28 *
AVG. AUD. BY ¼ HR. %			7.7	8.3	11.1	12.4	11.4	12.9	16.8	17.7	17.8		18.0	15.6	15.0	14.0	13.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,650 / 16.5		8,420 / 14.4		9,890 / 16.9		10,820 / 18.5					12,050 / 20.6			
			Where's Huddles		Gomer Pyle - USMC ®		Beverly Hillbillies ®		← Medical Center ®					← Hawaii Five-O ® →			
AVERAGE AUDIENCE (Households (000) & %)			8,370 / 14.3		7,370 / 12.6		8,950 / 15.3		8,370 / 14.3	14.3*			14.3*	9,480 / 16.2	15.7*		16.8*
SHARE OF AUDIENCE %			34		29		32		28	28 *			28 *	34	32 *		35 *
AVG. AUD. BY ¼ HR. %			13.8	14.7	12.4	12.9	14.7	15.9	13.8	14.7	14.6		14.1	15.2	16.2	16.7	17.0
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,460 / 21.3						7,430 / 12.7					6,840 / 11.7			
			← The Virginian ® →							← Kraft Music Hall (Kraftco) →				← Then Came Bronson ® →			
AVERAGE AUDIENCE (Households (000) & %)			8,420 / 14.4	14.3*		14.6*		14.3*	5,320 / 9.1	9.2*			8.9*	4,860 / 8.3	8.3*		8.3*
SHARE OF AUDIENCE %			32	34 *		33 *		30 *	18	18 *			18 *	17	17 *		17 *
AVG. AUD. BY ¼ HR. %			14.2	14.4	14.6	14.7	14.9	13.6	9.5	9.0	9.2		8.6	8.2	8.4	8.1	8.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	37.9	38.6	37.8	37.8	37.7	38.8	40.5	43.4	44.3	46.6	47.7		48.0	45.7	44.9	43.6	42.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	38.3	39.7	41.5	43.1	42.8	44.4	46.2	48.5	49.1	51.3	51.3		50.2	48.5	48.7	48.1	47.0

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • WED. JULY 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. JULY 2, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			4,620 / 7.9		6,900 / 11.8		8,950 / 15.3		8,480 / 14.5				5,090 / 8.7				
			Animal	World	That Girl ®		Bewitched ®		This Is Tom Jones ®				Harold Robbins–The Survivors ®				
AVERAGE AUDIENCE (Households (000) & %)			3,980 / 6.8		5,910 / 10.1		8,010 / 13.7		5,970 / 10.2	10.0*		10.5*	3,160 / 5.4	5.8*		5.0*	
SHARE OF AUDIENCE %			19		26		34		23	23 *		23 *	12	12 *		11 *	
AVG. AUD. BY ¼ HR. %			6.8	6.7	9.5	10.7	13.4	14.0	9.7	10.2	10.8	10.1	6.3	5.3	4.9	5.1	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,660 / 14.8		7,840 / 13.4				15,440 / 26.4								
			Family Affair ®		Happy Days				CBS Thursday Night Movies ® "INSIDE DAISY CLOVER" (9:00-11:20PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)			7,780 / 13.3		5,620 / 9.6	9.5*		9.6*	8,830 / 15.1	12.6*		14.9*		17.0*		15.8*	
SHARE OF AUDIENCE %			37		24	24 *		24 *	33	29 *		33 *		36 *		34 *	
AVG. AUD. BY ¼ HR. %			12.9	13.7	9.8	9.2	9.5	9.8	12.1	13.2	14.7	15.2	17.4	16.6	15.8	15.8	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,590 / 16.4				11,170 / 19.1				8,950 / 15.3		13,100 / 22.4				
			Daniel Boone ®				Ironside ®				Dragnet ®		Dean Martin Show ®				
AVERAGE AUDIENCE (Households (000) & %)			6,730 / 11.5	10.4*		12.6*	8,310 / 14.2	12.9*		15.4*	7,720 / 13.2		10,350 / 17.7	17.1*		18.3*	
SHARE OF AUDIENCE %			31	29 *		32 *	34	32 *		36 *	29		38	36 *		39 *	
AVG. AUD. BY ¼ HR. %			10.0	10.5	13.5	13.0	12.7	13.4	15.1	15.7	15.6	17.8	16.8	17.0	16.5	16.1	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,790 / 11.6		10,710 / 18.3		9,890 / 16.9		9,070 / 15.5				5,910 / 10.1				
			Animal	World	That Girl ®		Bewitched ®		This Is Tom Jones ®				Harold Robbins–The Survivors ®				
AVERAGE AUDIENCE (Households (000) & %)			5,500 / 9.4		9,180 / 15.7		9,180 / 15.7		6,380 / 10.9	10.7*		11.0*	3,740 / 6.4	6.5*		6.3*	
SHARE OF AUDIENCE %			25		38		37		24	24 *		24 *	15	15 *		15 *	
AVG. AUD. BY ¼ HR. %			8.8	9.9	15.3	16.2	15.6	15.7	10.8	10.6	11.5	10.6	6.8	6.1	6.1	6.5	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,470 / 17.9		10,120 / 17.3				12,990 / 22.2								
			Family Affair ®		Happy Days				CBS Thursday Night Movies ® "THE VENETIAN AFFAIR" (9:00-10:50PM)								(2)
AVERAGE AUDIENCE (Households (000) & %)			8,720 / 14.9		6,610 / 11.3	11.5*		11.0*	7,250 / 12.4	12.1*		11.9*		13.3*			
SHARE OF AUDIENCE %			39		27	28 *		26 *	28	27 *		26 *		30 *			
AVG. AUD. BY ¼ HR. %			14.4	15.5	11.4	11.6	11.3	10.7	12.3	11.9	11.9	11.9	13.1	13.5	13.2	10.2	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)							12,050 / 20.6				9,300 / 15.9		14,270 / 24.4				
				Cambodia–Right or Wrong? (Sustainer)					Ironside ®		Dragnet ®		Dean Martin Show ®				
AVERAGE AUDIENCE (Households (000) & %)							8,310 / 14.2	12.3*		16.1*	8,420 / 14.4		10,300 / 17.6	17.0*		18.2*	
SHARE OF AUDIENCE %							32	29 *		35 *	31		41	38 *		43 *	
AVG. AUD. BY ¼ HR. %							11.3	13.2	15.6	16.5	13.8	14.9	16.5	17.6	17.9	18.5	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	33.8	35.1	35.0	36.6	38.2	39.4	39.9	41.1	42.0	44.4	44.4	46.5	47.4	47.1	46.4	46.4	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	37.3	37.9	37.7	38.6	40.4	42.0	41.6	43.3	45.0	46.1	46.0	46.6	44.8	44.7	43.7	40.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP PAGES.
(2) "YOU CAN'T WIN THEM ALL" (10:50-11:00PM)(WK2)(SUS.)

EVE. • THU. JULY 9, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · FRI. JULY 3, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			4,040 / 6.9		5,500 / 9.4		6,030 / 10.3		7,430 / 12.7				9,130 / 15.6				
			Flying Nun (R)		Brady Bunch (R)		Ghost and Mrs. Muir (R)		Here Come the Brides (R)				Love, American Style (R)				
AVERAGE AUDIENCE (Households (000) & %)			3,330 / 5.7		4,970 / 8.5		5,150 / 8.8		5,440 / 9.3	9.3*		9.4*	7,250 / 12.4	11.4*		13.3*	
SHARE OF AUDIENCE %			18		25		25		25	25 *		24 *	30	28 *		31 *	
AVG. AUD. BY ¼ HR. %			5.3	6.2	8.2	8.9	8.7	9.0	9.3	9.2	9.0	9.7	10.9	11.9	13.2	13.4	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			6,320 / 10.8		5,620 / 9.6		6,900 / 11.8		11,230 / 19.2								
			Get Smart (R)		He & She (R)		Hogan's Heroes (R)		CBS Friday Night Movies (R)(B) "TEN LITTLE INDIANS" (9:00-10:50PM)								(1)
AVERAGE AUDIENCE (Households (000) & %)			5,320 / 9.1		4,390 / 7.5		5,730 / 9.8		6,610 / 11.3	10.4*		11.5*		11.9*			
SHARE OF AUDIENCE %			28		22		28		29	28 *		29 *		29 *			
AVG. AUD. BY ¼ HR. %			9.2	9.1	7.6	7.4	9.2	10.4	9.5	11.3	11.6	11.4	11.9	12.0	11.7	10.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,300 / 15.9				9,950 / 17.0						7,140 / 12.2				
			High Chaparral (R)				Name of the Game (R)						Bracken's World (R)				
AVERAGE AUDIENCE (Households (000) & %)			6,840 / 11.7				5,850 / 10.0						5,150 / 8.8				
SHARE OF AUDIENCE %			35	11.5* / 36 *		11.8* / 35 *	27	9.5* / 27 *		10.0* / 27 *		10.6* / 27 *	21	8.7* / 21 *		8.9* / 21 *	
AVG. AUD. BY ¼ HR. %																	

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			4,680 / 8.0		6,320 / 10.8		6,030 / 10.3		6,490 / 11.1				8,540 / 14.6				
			Flying Nun (R)		Brady Bunch (R)		Ghost and Mrs. Muir (R)		Here Come the Brides (R)				Love, American Style (R)				
AVERAGE AUDIENCE (Households (000) & %)			3,920 / 6.7		5,620 / 9.6		5,270 / 9.0		4,860 / 8.3	7.9*		8.6*	6,900 / 11.8	11.8*		11.8*	
SHARE OF AUDIENCE %			20		26		24		20	20 *		20 *	27	27 *		26 *	
AVG. AUD. BY ¼ HR. %			6.4	6.9	8.9	10.3	9.1	9.0	7.6	8.3	8.6	8.6	11.7	12.0	11.9	11.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			6,490 / 11.1		5,910 / 10.1		7,960 / 13.6		12,580 / 21.5								
			Get Smart (R)		He & She (R)		Hogan's Heroes (R)		CBS Friday Night Movies (R) "HAWAII FIVE-O" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			5,560 / 9.5		5,030 / 8.6		6,840 / 11.7		8,370 / 14.3	12.2*		14.3*		15.7*		14.9*	
SHARE OF AUDIENCE %			28		24		31		33	31 *		34 *		35 *		33 *	
AVG. AUD. BY ¼ HR. %			9.5	9.5	8.6	8.6	10.8	12.6	12.0	12.4	13.7	14.9	15.7	15.7	15.6	14.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,720 / 14.9				10,710 / 18.3						7,080 / 12.1				
			High Chaparral (R)				Name of the Game (R)						Bracken's World (R)				
AVERAGE AUDIENCE (Households (000) & %)			6,490 / 11.1				6,440 / 11.0						4,910 / 8.4				
SHARE OF AUDIENCE %			31	10.7* / 31 *		11.4* / 31 *	28	11.3* / 30 *		10.8* / 27 *		11.0* / 26 *	19	8.0* / 18 *		8.9* / 20 *	
AVG. AUD. BY ¼ HR. %			10.7	10.7	11.4	11.5	11.6	11.0	10.6	11.0	11.0	10.9	8.0	8.0	8.7	9.0	

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	29.7	30.6	31.2	32.9	33.7	34.0	34.5	35.5	35.7	37.5	38.8	39.7	40.1	41.6	42.9	41.7	
WK 2	35.0	35.6	34.0	34.4	35.7	36.9	37.4	38.2	38.5	40.6	41.5	43.3	44.1	44.4	45.2	44.4	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) "CHISUM" (10:50-11:00PM)(WK1)(SUS.)

EVE. · FRI. JULY 10, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. JULY 4, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			6,440 / 11.0		7,140 / 12.2		9,010 / 15.4				6,730 / 11.5						
				Let's Make a Deal		Newlywed Game		Lawrence Welk Show					Jimmy Durante Presents the Lennon Sisters Hour ®					
	AVERAGE AUDIENCE (Households (000) & %)			5,440 / 9.3		5,970 / 10.2		6,730 / 11.5	11.1*		11.9*	5,090 / 8.7	8.5*			8.9*		
	SHARE OF AUDIENCE %			29		30		31	31 *		32 *	23	23 *			23 *		
	AVG. AUD. BY ¼ HR. %			8.6	10.0	9.8	10.6	10.6	11.5	12.0	11.9	8.3	8.8		9.1	8.6		
CBS TV	TOTAL AUDIENCE (Households (000) & %)			8,660 / 14.8				7,660 / 13.1		6,550 / 11.2		7,780 / 13.3			9,950 / 17.0			
				Honor Amercia Day				My Three Sons ®		Green Acres ®		Petticoat Junction ®			Mannix ®			
	AVERAGE AUDIENCE (Households (000) & %)			5,730 / 9.8				6,610 / 11.3		5,670 / 9.7		6,610 / 11.3			7,610 / 13.0			
	SHARE OF AUDIENCE %			30	9.0* / 28 *		10.6* / 31 *	32		26		30			33	12.2* / 31 *		13.8* / 35 *
	AVG. AUD. BY ¼ HR. %			9.0	9.1	10.5	10.6	10.7	11.9	9.3	10.0	10.7	12.0		11.7	12.6	13.5	14.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)			6,900 / 11.8				5,970 / 10.2		12,870 / 22.0								
				Andy Williams Presents The Ray Stevens Show				Adam 12 ®				NBC Saturday Night at the Movies ® "THE SATAN BUG" (9:00-11:15PM)(1)						
	AVERAGE AUDIENCE (Households (000) & %)			4,450 / 7.6				5,270 / 9.0		6,960 / 11.9								
	SHARE OF AUDIENCE %			23	7.5* / 24 *		7.8* / 23 *	25		31	10.0* / 27 *		11.5* / 31 *			12.1* / 31 *		12.8* / 33 *
	AVG. AUD. BY ¼ HR. %			7.3	7.6	7.6	8.0	8.9	9.2	10.0	10.1	11.4	12.5	11.0	12.4	12.8	12.8	

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			7,430 / 12.7		8,190 / 14.0		9,830 / 16.8				6,440 / 11.0						
				Let's Make a Deal		Newlywed Game		Lawrence Welk Show ®				Engelbert Humperdinck Show ®						
	AVERAGE AUDIENCE (Households (000) & %)			6,490 / 11.1		6,960 / 11.9		7,080 / 12.1	11.6*		12.5*	4,100 / 7.0	8.4*			5.5*		
	SHARE OF AUDIENCE %			31		32		30	29 *		30 *	15	18 *			11 *		
	AVG. AUD. BY ¼ HR. %			10.5	11.7	11.5	12.2	11.1	12.1	12.2	12.8	8.6	8.3		6.4	4.7		
CBS TV	TOTAL AUDIENCE (Households (000) & %)			7,960 / 13.6				8,070 / 13.8		7,840 / 13.4		10,590 / 18.1		19,600 / 33.5				
				Jackie Gleason Show ®				My Three Sons ®		Green Acres ®		Petticoat Junction ®		Miss Universe Pageant (10:00-11:30PM)(1) (P & G)				
	AVERAGE AUDIENCE (Households (000) & %)			5,090 / 8.7				6,960 / 11.9		6,790 / 11.6		9,130 / 15.6		14,570 / 24.9		22.6*		24.8*
	SHARE OF AUDIENCE %			24	8.6* / 24 *		8.9* / 24 *	30		28		34		50		46 *		49 *
	AVG. AUD. BY ¼ HR. %			8.6	8.5	8.8	9.1	11.5	12.3	11.2	11.9	14.5	16.6		21.4	23.8	24.3	25.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)			8,370 / 14.3				7,430 / 12.7		13,860 / 23.7								
				Andy Williams Presents The Ray Stevens Show				Adam 12 ®				NBC Saturday Night at the Movies ® "THE GLORY GUYS" (9:00-11:30PM)(1)						
	AVERAGE AUDIENCE (Households (000) & %)			5,850 / 10.0				6,440 / 11.0		8,130 / 13.9								
	SHARE OF AUDIENCE %			28	9.9* / 28 *		10.1* / 27 *	28		29	11.9* / 28 *		13.8* / 30 *			14.8* / 30 *		15.2* / 30 *
	AVG. AUD. BY ¼ HR. %			10.0	9.8	10.3	9.9	10.7	11.4	11.6	12.1	13.4	14.2		14.8	14.8	15.2	15.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	29.4	30.4	31.1	32.5	33.1	34.4	34.5	36.5	37.4	38.0	37.0	37.7	38.3	39.2	39.3	38.8	
WK 2	31.4	32.7	34.9	36.0	36.6	37.8	38.8	40.5	41.2	43.0	44.4	46.8	49.2	49.8	50.2	50.7	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SAT. JULY 11, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SUN. JULY 5, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,500 / 9.4				11,120 / 19.0				14,100 / 24.1								
	Land of the Giants®				The F.B.I.®				ABC Sunday Night Movies® "AN EYE FOR AN EYE" (9:00-10:55PM)								
AVERAGE AUDIENCE (Households (000) & %)	3,450				8,420				9,480								
SHARE OF AUDIENCE %	5.9	4.9*		6.9*	14.4	13.1*		15.8*	16.2	15.0*		16.1*		17.1*		16.8*	
AVG. AUD. BY ¼ HR. %	17	15 *		19 *	34	32 *		36 *	33	31 *		32 *		35 *		34 *	
WEEK 1	4.6	5.2	6.7	7.2	12.7	13.5	15.2	16.3	14.8	15.3	16.0	16.2	16.7	17.6	17.7	15.4	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	6,670 / 11.4		7,430 / 12.7		10,120 / 17.3				12,580 / 21.5				11,990 / 20.5				
	Lassie®		To Rome with Love®		Ed Sullivan Show®				Comedy Tonight				Mission: Impossible®				
AVERAGE AUDIENCE (Households (000) & %)	5,560 / 9.5		6,140 / 10.5		7,310 / 12.5	11.2*		13.7*	9,070 / 15.5	15.7*		15.3*	8,890 / 15.2	14.8*		15.6*	
SHARE OF AUDIENCE %	29		28		30	28 *		31 *	31	33 *		30 *	31	30 *		32 *	
AVG. AUD. BY ¼ HR. %	8.9	10.0	9.6	11.4	10.6	11.9	13.1	14.2	15.9	15.4	15.4	15.2	14.6	15.1	15.4	15.8	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,710 / 16.6				8,660 / 14.8		12,170 / 20.8				10,000 / 17.1				
			Wonderful World of Disney® "SECRETS OF PIRATES INN" PART I (Gulf)				Bill Cosby Show (P & G) ®			Bonanza®				Bold Ones®			
AVERAGE AUDIENCE (Households (000) & %)			7,140 / 12.2				7,490 / 12.8		8,950 / 15.3				7,610 / 13.0				
SHARE OF AUDIENCE %			32	11.3* / 31 *		13.2* / 33 *	29		31	14.9* / 31 *		15.7* / 31 *	27	12.8* / 26 *		13.2* / 27 *	
AVG. AUD. BY ¼ HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,140 / 10.5				10,590 / 18.1				12,870 / 22.0								
	Land of the Giants®				The F.B.I.®				ABC Sunday Night Movies®® "DESIRE UNDER THE ELMS" (9,00-11,15PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)	4,210 / 7.2				7,550 / 12.9				7,310 / 12.5								
SHARE OF AUDIENCE %	21	6.6* / 21 *		7.8* / 22 *	31	11.3* / 28 *		14.5* / 34 *	27	12.7* / 28 *		12.3* / 25 *		12.9* / 28 *		12.6* / 27 *	
AVG. AUD. BY ¼ HR. %	6.6	6.7	7.8	7.9	10.9	11.7	13.8	15.1	13.0	12.4	12.2	12.4	12.9	12.9	12.7	12.5	
WEEK 2																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	6,490 / 11.1		6,440 / 11.0		9,360 / 16.0				11,000 / 18.8				10,530 / 18.0				
	Lassie®		To Rome with Love®		Ed Sullivan Show®				Comedy Tonight				Mission: Impossible®				
AVERAGE AUDIENCE (Households (000) & %)	5,500 / 9.4		5,500 / 9.4		6,610 / 11.3	10.6*		11.9*	7,610 / 13.0	12.7*		13.3*	8,190 / 14.0	13.6*		14.4*	
SHARE OF AUDIENCE %	30		27		27	27 *		28 *	27	28 *		27 *	30	29 *		31 *	
AVG. AUD. BY ¼ HR. %	9.3	9.6	8.5	10.4	10.0	11.2	12.0	11.9	13.0	12.4	13.2	13.4	13.2	14.0	14.5	14.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,120 / 19.0				9,240 / 15.8		13,810 / 23.6				10,240 / 17.5				
			Wonderful World of Disney® "SECRETS OF PIRATES INN" PART II (Co-sponsor)				Bill Cosby Show (P & G) ®			Bonanza®				Bold Ones®			
AVERAGE AUDIENCE (Households (000) & %)			7,900 / 13.5				8,190 / 14.0		11,060 / 18.9				8,010 / 13.7				
SHARE OF AUDIENCE %			36	11.8* / 33 *		15.2* / 38 *	33		40	17.6* / 38 *		20.2* / 41 *	30	14.0* / 30 *		13.3* / 29 *	
AVG. AUD. BY ¼ HR. %			11.1	12.6	15.0	15.4	13.3	14.6	16.4	18.8	20.2	20.2	14.3	13.7	13.4	13.3	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	32.0	34.4	35.8	38.1	39.7	41.4	42.8	45.2	47.7	48.9	50.6	51.1	48.8	49.5	49.4	47.5	
WK 2	31.1	32.3	33.8	36.8	38.7	40.7	41.4	44.2	45.4	46.6	48.8	49.2	46.3	46.6	46.3	45.7	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. · SUN. JULY 12, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. JULY 13, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,020 12.0				11,120 19.0								4,560 7.8		
			← It Takes a Thief ®				← ABC Monday Night Movies ® "DIAL HOT LINE" (8:30-10:30PM)								Now (Philco-Ford)		
AVERAGE AUDIENCE (Households (000) & %)			4,620 7.9				5,670 9.7								3,690 6.3		
SHARE OF AUDIENCE %			21	7.4* 20 *		8.3* 21 *	21	8.3* 20 *		9.1* 20 *		10.5* 21 *		11.0* 22 *	13		
AVG. AUD. BY ¼ HR. %			7.7	7.2	8.1	8.5	8.4	8.3	8.8	9.4	10.1	10.9	11.9	10.2	6.6	6.1	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,520 19.7				11,120 19.0		12,230 20.9		12,810 21.9		13,400 22.9				
			← Gunsmoke ®				Lucy Show ®		Mayberry R.F.D. (General Foods) ®		Doris Day Show ®		← Wild, Wild West ®				
AVERAGE AUDIENCE (Households (000) & %)			8,420 14.4				9,130 15.6		10,880 18.6		11,350 19.4		9,950 17.0				
SHARE OF AUDIENCE %			38	13.2* 36 *		15.6* 40 *	37		40		39		35	16.6* 33 *		17.3* 36 *	
AVG. AUD. BY ¼ HR. %			12.3	14.1	15.7	15.5	14.7	16.6	18.2	19.1	19.0	19.8	16.7	16.5	17.4	17.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,080 10.4		7,250 12.4		14,740 25.2										
			My World and Welcome to It ®		Monday Theater "THE KOWBOYS"		← NBC Monday Night at the Movies ®® "TWO FOR THE SEESAW" (8:30-11:00PM)										
AVERAGE AUDIENCE (Households (000) & %)			5,270 9.0		5,790 9.9		8,070 13.8	11.9*		13.0*		14.0*		14.6*		15.6*	
SHARE OF AUDIENCE %			25		25		29	28 *		28 *		28 *		29 *		33 *	
AVG. AUD. BY ¼ HR. %			9.0	9.0	9.2	10.4	11.8	12.0	12.6	13.4	13.0	13.1	14.4	14.7	10.4	10.7	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,780 15.0				11,470 19.6								4,390 7.5		
			← It Takes a Thief ®				← ABC Monday Night Movies ® "RED MOUNTAIN" (8:30-10:15PM)							"On A Clear Day" (Sus.)	Now (Co-sponsor)		
AVERAGE AUDIENCE (Households (000) & %)			6,490 11.1				7,080 12.1								3,510 6.0		
SHARE OF AUDIENCE %			24	10.6* 24 *		11.6* 25 *	23	10.6* 21 *		12.3* 23 *		13.0* 24 *			12		
AVG. AUD. BY ¼ HR. %			10.3	10.8	11.5	11.7	10.7	10.5	12.1	12.5	12.7	13.2	12.9		6.1	5.8	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,510 23.1				13,050 22.3		12,460 21.3		13,510 23.1		14,100 24.1				
			← Gunsmoke ®				Lucy Show ®		Mayberry R.F.D. (Philip Morris) ®		Doris Day Show ®		← Wild, Wild West ®				
AVERAGE AUDIENCE (Households (000) & %)			10,060 17.2				11,120 19.0		11,000 18.8		11,820 20.2		10,530 18.0				
SHARE OF AUDIENCE %			38	16.6* 37 *		17.8* 38 *	38		36		37		35	17.8* 33 *		18.2* 36 *	
AVG. AUD. BY ¼ HR. %			16.0	17.2	17.4	18.3	18.2	19.7	18.3	19.3	19.7	20.7	17.0	18.6	18.8	17.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,790 11.6		7,080 12.1		13,100 22.4										
			My World and Welcome to It ®		Monday Theater "RUN, JACK, RUN"		← NBC Monday Night at the Movies ® "THE WAR LORD" (8:30-11:00PM)										
AVERAGE AUDIENCE (Households (000) & %)			5,670 9.7		5,910 10.1		6,900 11.8	9.3*		11.1*		12.6*		12.7*		13.5*	
SHARE OF AUDIENCE %			22		22		23	19 *		21 *		23 *		24 *		27 *	
AVG. AUD. BY ¼ HR. %			9.9	9.4	9.9	10.4	9.4	9.3	10.6	11.5	12.8	12.3	12.3	13.1	13.7	13.2	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1			34.8	34.8	35.8	37.7	38.7	40.1	41.2	42.9	44.9	47.0	48.9	50.8	50.4	50.3	48.9	46.8
WK 2			41.2	43.4	44.1	44.7	45.5	47.5	49.1	50.4	51.9	53.7	54.0	54.5	53.6	53.8	52.1	48.9

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • MON. JULY 20, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. JULY 14, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			10,060 / 17.2				11,000 / 18.8						11,930 / 20.4				
				Mod Squad®						Movie of the Week® "THE CHALLENGE"					Marcus Welby, M.D.®			
	AVERAGE AUDIENCE (Households (000) & %)			7,080 / 12.1				6,900 / 11.8						9,300 / 15.9				
	SHARE OF AUDIENCE %			25	11.3* / 25 *		13.0* / 26 *	22	11.5* / 22 *		11.4* / 21 *		12.5* / 22 *	29	15.9* / 29 *		15.8* / 29 *	
	AVG. AUD. BY ¼ HR. %			11.2	11.4	12.7	13.3	11.6	11.4	11.4	11.4	12.7	12.4	15.4	16.4	15.9	15.7	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			9,950 / 17.0								7,610 / 13.0		6,320 / 10.8				
				CBS Tuesday Night Movies "MARCO THE MAGNIFICENT" (7:30-9:30PM)								Governor and J. J.®		CBS News Hour "THE WORLD OF CHARLIE COMPANY"				
	AVERAGE AUDIENCE (Households (000) & %)			4,910 / 8.4								6,490 / 11.1		4,620 / 7.9				
	SHARE OF AUDIENCE %			16	8.3* / 18 *		7.9* / 16 *		8.6* / 16 *		9.0* / 17 *	20		14	7.9* / 14 *		7.9* / 15 *	
	AVG. AUD. BY ¼ HR. %			8.9	7.7	8.0	7.8	8.5	8.7	9.2	8.8	10.3	11.9	8.2	7.5	7.4	8.4	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			12,340 / 21.1		25,390 / 43.4												
				All Star Baseball Special						All Star Baseball Game (8:00-11:45PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			10,650 / 18.2		16,670 / 28.5	23.1*		27.4*		29.4*		29.4*		29.7*		30.2*	
	SHARE OF AUDIENCE %			44		54	50 *		55 *		55 *		53 *		53 *		54 *	
	AVG. AUD. BY ¼ HR. %																	
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			10,410 / 17.8				12,990 / 22.2						13,860 / 23.7				
				Mod Squad®						Movie of the Week® "BLACK WATER GOLD"					Marcus Welby, M.D.®			
	AVERAGE AUDIENCE (Households (000) & %)			7,840 / 13.4				7,660 / 13.1						10,710 / 18.3				
	SHARE OF AUDIENCE %			33	13.1* / 33 *		13.8* / 32 *	28	12.9* / 28 *		12.7* / 27 *		13.8* / 28 *	38	17.6* / 36 *		18.9* / 41 *	
	AVG. AUD. BY ¼ HR. %			12.9	13.2	13.7	13.9	13.3	12.6	12.3	13.1	14.0	13.6	17.2	18.0	18.8	19.1	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			14,040 / 24.0								8,720 / 14.9		5,150 / 8.8				
				CBS Tuesday Night Movies "SHE" (7:30-9:30PM)								Governor and J. J.®		CBS News Hour "MAN ON THE MOON"				
	AVERAGE AUDIENCE (Households (000) & %)			7,550 / 12.9								7,610 / 13.0		4,100 / 7.0				
	SHARE OF AUDIENCE %			29	10.6* / 27 *		11.9* / 28 *		13.5* / 30 *		15.7* / 33 *	27		14				
	AVG. AUD. BY ¼ HR. %			10.6	10.5	11.7	12.1	13.0	13.9	15.4	16.0	13.0	12.9	7.4	6.6			
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			6,610 / 11.3		6,490 / 11.1		9,650 / 16.5		15,090 / 25.8								
				I Dream of Jeannie®		Debbie Reynolds Show®		Julia®		NBC Tuesday Night at the Movies® "THE MASK OF SHEBA" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			5,500 / 9.4		5,560 / 9.5		8,420 / 14.4		8,310 / 14.2	11.9*		14.3*		15.5*		14.9*	
	SHARE OF AUDIENCE %			24		22		32		30	25 *		29 *		32 *		32 *	
	AVG. AUD. BY ¼ HR. %			9.1	9.7	8.6	10.4	13.4	15.3	12.3	11.5	13.7	14.9	15.4	15.6	15.4	14.4	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	42.5	43.1	44.5	46.8	49.3	51.6	53.0	53.8	54.2	54.5	55.3	55.9	55.7	55.3	54.3	54.2	
	WK 2	38.7	38.9	39.4	40.1	41.4	43.8	44.8	46.3	47.0	47.9	48.5	49.5	48.8	48.3	47.0	46.2	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

• Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. • TUE. JULY 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. JULY 15, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,320 / 10.8		8,070 / 13.8		7,610 / 13.0		11,580 / 19.8				8,890 / 15.2				
			Nanny and the Professor ®		Courtship of Eddie's Father ®		Room 222 ®		Johnny Cash Presents The Everly Brothers				Smothers Brothers Comedy Hour				
AVERAGE AUDIENCE (Households (000) & %)			5,620 / 9.6		6,960 / 11.9		6,840 / 11.7		8,130 / 13.9	13.3*		14.4*	7,080 / 12.1	12.6*		11.7*	
SHARE OF AUDIENCE %			25		29		27		29	29 *		29 *	25	26 *		25 *	
AVG. AUD. BY ¼ HR. %			9.1	10.0	12.0	11.9	11.3	12.1	12.7	13.8	14.5	14.4	12.8	12.3	12.0	11.5	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,190 / 14.0		8,070 / 13.8		9,590 / 16.4		12,170 / 20.8				13,280 / 22.7				
			Where's Huddles		Gomer Pyle-USMC ®		Beverly Hillbillies ®		Medical Center ®				Hawaii Five-O ®				
AVERAGE AUDIENCE (Households (000) & %)			7,250 / 12.4		7,020 / 12.0		8,070 / 13.8		9,240 / 15.8	15.4*		16.3*	11,120 / 19.0	18.7*		19.2*	
SHARE OF AUDIENCE %			32		29		32		33	33 *		33 *	40	39 *		40 *	
AVG. AUD. BY ¼ HR. %			12.4	12.4	11.5	12.5	12.7	14.8	14.9	16.0	16.5	16.0	18.7	18.7	19.4	19.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,880 / 20.3						9,360 / 16.0				6,840 / 11.7				
			The Virginian ®						Kraft Music Hall (Kraftco)				Then Came Bronson ®				
AVERAGE AUDIENCE (Households (000) & %)			8,250 / 14.1	12.6*		14.4*		15.2*	6,200 / 10.6	10.7*		10.5*	5,090 / 8.7	8.2*		9.2*	
SHARE OF AUDIENCE %			34	32 *		35 *		35 *	22	23 *		21 *	18	17 *		19 *	
AVG. AUD. BY ¼ HR. %			12.3	12.9	14.2	14.6	15.6	14.9	11.0	10.4	10.5	10.5	8.0	8.4	8.0	8.3	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,080 / 10.4		7,020 / 12.0		6,900 / 11.8		8,720 / 14.9				9,010 / 15.4				
			Nanny and the Professor ®		Courtship of Eddie's Father ®		Room 222 ®		Johnny Cash Presents The Everly Brothers				Smothers Brothers Comedy Hour				
AVERAGE AUDIENCE (Households (000) & %)			5,270 / 9.0		6,260 / 10.7		5,850 / 10.0		6,200 / 10.6	10.8*		10.5*	6,200 / 10.6	10.8*		10.4*	
SHARE OF AUDIENCE %			23		26		24		23	24 *		22 *	22	23 *		22 *	
AVG. AUD. BY ¼ HR. %			8.6	9.4	10.6	10.8	9.8	10.2	10.7	10.8	10.6	10.4	10.9	10.7	10.7	10.1	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,480 / 14.5		7,310 / 12.5		9,710 / 16.6		12,400 / 21.2				14,920 / 25.5				
			Where's Huddles		Gomer Pyle-USMC ®		Beverly Hillbillies ®		Medical Center ®				Hawaii Five-O ®				
AVERAGE AUDIENCE (Households (000) & %)			7,310 / 12.5		6,380 / 10.9		8,190 / 14.0		9,890 / 16.9	15.9*		17.8*	12,170 / 20.8	20.7*		21.0*	
SHARE OF AUDIENCE %			32		27		33		36	35 *		37 *	44	44 *		44 *	
AVG. AUD. BY ¼ HR. %			12.7	12.2	10.6	11.3	13.0	15.0	15.1	16.8	17.5	18.1	20.6	20.7	21.1	20.8	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,700 / 20.0						9,480 / 16.2				7,900 / 13.5				
			The Virginian ®						Kraft Music Hall (Kraftco)				Then Came Bronson ®				
AVERAGE AUDIENCE (Households (000) & %)			8,010 / 13.7	12.5*		14.0*		14.5*	6,550 / 11.2	10.9*		11.6*	5,620 / 9.6	9.3*		9.9*	
SHARE OF AUDIENCE %			34	32 *		34 *		34 *	24	24 *		24 *	20	20 *		21 *	
AVG. AUD. BY ¼ HR. %			11.8	13.1	13.7	14.3	15.0	14.0	10.4	11.3	11.6	11.5	9.2	9.4	9.7	10.0	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	37.6	38.9	38.5	39.3	40.5	41.9	42.8	44.6	45.7	47.6	48.9	49.2	48.4	48.5	48.4	46.9	
WK 2	38.7	38.5	38.5	39.7	40.2	41.7	41.6	43.2	43.8	46.5	47.6	48.2	47.4	47.6	47.3	47.5	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • WED. JULY 22, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. JULY 16, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,270 / 9.0		8,130 / 13.9		10,000 / 17.1		9,360 / 16.0				5,910 / 10.1				
			Animal	World	That Girl ®		Bewitched ®		This Is Tom Jones ®				Harold Robbins—The Survivors ®				
AVERAGE AUDIENCE (Households (000) & %)			4,330 / 7.4		6,790 / 11.6		8,720 / 14.9		6,320 / 10.8	11.2*		10.5*	3,860 / 6.6		6.3*		6.9*
SHARE OF AUDIENCE %			19		28		34		23	24 *		22 *	14		13 *		15 *
AVG. AUD. BY ¼ HR. %			7.7	7.1	10.6	12.6	14.4	15.4	11.0	11.4	10.6	10.4	6.3		6.3	6.5	7.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,120 / 17.3		9,770 / 16.7				15,740 / 26.9								
			Family Affair ®			Happy Days			CBS Thursday Night Movies ®(B) "DEAR HEART" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,890 / 15.2		6,080 / 10.4	10.1*		10.8*	9,010 / 15.4	14.6*		15.6*			16.5*		15.1*
SHARE OF AUDIENCE %			40		24	25 *		24 *	32	31 *		32 *			34 *		33 *
AVG. AUD. BY ¼ HR. %			14.8	15.7	10.4	9.8	10.4	11.1	14.3	14.9	15.4	15.7	16.7		16.3	15.4	14.8
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)							11,580 / 19.8				9,540 / 16.3		12,990 / 22.2				
				NBC White Paper "MIGRANT" (Sustainer)			Ironside ®				Dragnet ®		Dean Martin—Presents The Golddiggers				
AVERAGE AUDIENCE (Households (000) & %)							8,190 / 14.0	13.0*		14.9*	8,540 / 14.6		9,240 / 15.8		16.3*		15.3*
SHARE OF AUDIENCE %							31	29 *		32 *	30		33		33 *		33 *
AVG. AUD. BY ¼ HR. %							13.0	13.1	14.6	15.2	14.3	14.8	16.7		15.9	15.8	14.7

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,090 / 8.7		8,830 / 15.1		10,590 / 18.1		8,250 / 14.1				5,440 / 9.3				
			Animal	World	That Girl ®		Bewitched ®		This Is Tom Jones ®				Harold Robbins—The Survivors ®				
AVERAGE AUDIENCE (Households (000) & %)			4,500 / 7.7		7,020 / 12.0		9,540 / 16.3		6,030 / 10.3	10.3*		10.3*	3,330 / 5.7		5.6*		5.8*
SHARE OF AUDIENCE %			20		29		36		20	21 *		20 *	12		11 *		12 *
AVG. AUD. BY ¼ HR. %			7.5	7.9	11.0	13.0	15.8	16.8	10.2	10.5	10.7	9.9	5.8		5.5	5.4	6.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,480 / 16.2		9,300 / 15.9				17,730 / 30.3								
			Family Affair ®			Happy Days			CBS Thursday Night Movies ® "HOW TO STUFF A WILD BIKINI" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			8,070 / 13.8		5,620 / 9.6	9.4*		9.8*	10,530 / 18.0	16.0*		18.5*			19.9*		17.6*
SHARE OF AUDIENCE %			36		22	23 *		22 *	36	32 *		35 *			39 *		37 *
AVG. AUD. BY ¼ HR. %			13.6	13.9	9.7	9.0	9.2	10.4	15.5	16.5	18.7	18.4	19.9		19.8	20.0	15.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,820 / 18.5				13,160 / 22.5				10,880 / 18.6		14,040 / 24.0				
				Daniel Boone ®			Ironside ®				Dragnet ®		Dean Martin—Presents The Golddiggers				
AVERAGE AUDIENCE (Households (000) & %)			7,200 / 12.3	11.0*		13.5*	9,710 / 16.6	15.9*		17.2*	9,710 / 16.6		10,120 / 17.3		18.1*		16.4*
SHARE OF AUDIENCE %			31	28 *		33 *	35	35 *		35 *	32		35		35 *		35 *
AVG. AUD. BY ¼ HR. %			11.1	11.0	13.0	13.9	15.7	16.0	16.9	17.6	16.1	17.1	18.4		17.8	16.8	16.1

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	37.9	38.0	37.7	38.7	39.6	42.6	43.7	45.1	45.9	47.4	47.6	48.6	49.6	48.7	47.4	45.1	
WK 2	38.4	39.3	38.2	39.0	39.7	41.7	43.9	46.1	48.3	51.2	52.6	52.6	51.5	50.9	48.7	45.4	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • THU. JULY 23, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. JULY 17, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,270 / 9.0		6,440 / 11.0		6,200 / 10.6		8,250 / 14.1				11,760 / 20.1				
			Flying Nun ®		Brady Bunch ®		Ghost and Mrs. Muir ®		← Here Come the Brides ® →				← Love, American Style ® →				
AVERAGE AUDIENCE (Households (000) & %)			4,560 / 7.8		5,670 / 9.7		5,730 / 9.8		6,320 / 10.8	10.2*		11.4*	8,720 / 14.9	14.6*		15.2*	
SHARE OF AUDIENCE %			24		28		28		27	27 *		27 *	35	34 *		35 *	
AVG. AUD. BY ¼ HR. %			7.4	8.2	9.2	10.3	9.7	9.9	9.7	10.7	11.3	11.5	14.2	15.0	15.3	15.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			5,560 / 9.5		5,210 / 8.9		5,620 / 9.6		8,070 / 13.8								
			Get Smart ®		He & She ®		Hogan's Heroes ®		← CBS Friday Night Movies ®Ⓑ "HAVING A WILD WEEKEND" (9:00-10:50PM) → (1)								
AVERAGE AUDIENCE (Households (000) & %)			4,910 / 8.4		4,620 / 7.9		4,740 / 8.1		3,690 / 6.3	6.5*		6.3*		6.2*			
SHARE OF AUDIENCE %			26		23		23		15	17 *		15 *		15 *			
AVG. AUD. BY ¼ HR. %			8.4	8.4	7.8	8.0	7.8	8.4	6.7	6.3	6.1	6.5	6.5	5.9	6.4	6.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,540 / 14.6				11,760 / 20.1						9,010 / 15.4				
			← High Chaparral ® →				← Name of the Game ® →						← Bracken's World ® →				
AVERAGE AUDIENCE (Households (000) & %)			6,200 / 10.6	9.9*		11.4*	7,720 / 13.2	11.4*		13.3*		14.8*	6,790 / 11.6	11.8*		11.4*	
SHARE OF AUDIENCE %			32	30 *		33 *	34	33 *		35 *		36 *	27	28 *		26 *	
AVG. AUD. BY ¼ HR. %			9.7	10.0	11.0	11.7	11.4	11.2	12.7	13.9	15.0	14.4	11.9	11.9	11.6	11.2	

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			4,620 / 7.9		6,260 / 10.7		6,840 / 11.7		7,200 / 12.3				10,120 / 17.3				
			Flying Nun ®		Brady Bunch ®		Ghost and Mrs. Muir ®		← Here Come the Brides ® →				← Love, American Style ® →				
AVERAGE AUDIENCE (Households (000) & %)			3,980 / 6.8		5,670 / 9.7		5,910 / 10.1		5,210 / 8.9	8.6*		9.2*	7,610 / 13.0	12.7*		13.2*	
SHARE OF AUDIENCE %			20		28		27		21	21 *		21 *	28	27 *		28 *	
AVG. AUD. BY ¼ HR. %			6.4	7.2	9.3	10.1	10.0	10.2	8.8	8.4	8.8	9.5	12.3	13.1	12.9	13.5	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			6,900 / 11.8		5,560 / 9.5		8,830 / 15.1		13,160 / 22.5								
			Get Smart ®		He & She ®		Hogan's Heroes ®		← CBS Friday Night Movies ® "DOUBLE TROUBLE" (9:00-10:50PM) → (1)								
AVERAGE AUDIENCE (Households (000) & %)			5,440 / 9.3		4,800 / 8.2		7,490 / 12.8		8,720 / 14.9	13.8*		15.5*		15.5*			
SHARE OF AUDIENCE %			27		24		35		33	34 *		35 *		33 *			
AVG. AUD. BY ¼ HR. %			9.4	9.3	7.8	8.6	12.0	13.6	13.1	14.6	15.4	15.5	15.5	15.5	14.9	13.5	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,300 / 15.9				10,530 / 18.0						7,200 / 12.3				
			← High Chaparral ® →				← Name of the Game ® →						← Bracken's World ® →				
AVERAGE AUDIENCE (Households (000) & %)			6,960 / 11.9	11.2*		12.7*	6,320 / 10.8	10.5*		11.0*		10.9*	5,270 / 9.0	8.5*		9.4*	
SHARE OF AUDIENCE %			34	33 *		36 *	27	28 *		27 *		25 *	19	18 *		20 *	
AVG. AUD. BY ¼ HR. %			11.1	11.4	12.7	12.6	10.6	10.4	10.9	11.1	10.8	11.0	8.4	8.6	9.1	9.7	

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	33.3	33.0	32.1	32.9	33.6	35.3	34.6	35.4	37.3	39.6	41.1	42.2	42.2	42.6	43.6	43.1	
WK 2	34.7	34.5	34.2	34.2	34.2	35.3	36.0	37.7	39.6	42.0	43.4	45.0	46.3	47.5	47.9	46.1	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) "A MAN CALLED HORSE"(S)(10:50-11:00PM,WK1)(SUSTAINER)
"TORA,TORA,TORA"(S)(10:50-11:00PM,WK2)(SUSTAINER)

EVE. • FRI. JULY 24, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SAT. JULY 18, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,190 / 14.0		8,420 / 14.4		8,780 / 15.0				7,080 / 12.1						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show →				← Engelbert Humperdinck Show® →						
AVERAGE AUDIENCE (Households (000) & %)			7,310 / 12.5		7,490 / 12.8		6,490 / 11.1	10.8*		11.4*	4,800 / 8.2	8.8*		7.7*			
SHARE OF AUDIENCE %			38		36		28	29 *		28 *	19	20 *		18 *			
AVG. AUD. BY ¼ HR. %			11.8	13.3	12.7	12.9	11.0	10.5	11.4	11.4	9.0	8.7	7.9	7.5			
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,660 / 13.1				6,840 / 11.7		8,070 / 13.8		10,180 / 17.4		13,220 / 22.6				
			← Jackie Gleason Show® →				My Three Sons®		Green Acres®		Petticoat Junction®		← Mannix® →				
AVERAGE AUDIENCE (Households (000) & %)			4,740 / 8.1	7.4*		8.8*	5,790 / 9.9		6,670 / 11.4		9,070 / 15.5		10,590 / 18.1	17.1*		19.2*	
SHARE OF AUDIENCE %			24	22 *		25 *	26		28		36		42	40 *		44 *	
AVG. AUD. BY ¼ HR. %			7.5	7.3	8.3	9.3	9.5	10.3	10.5	12.4	14.4	16.6	16.4	17.8	19.1	19.3	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,900 / 13.5				8,420 / 14.4		12,290 / 21.0								
			← Andy Williams Presents The Ray Stevens Show →				Adam 12®		← NBC Saturday Night at the Movies® "THE SPY WITH A COLD NOSE" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			5,380 / 9.2	9.2*		9.1*	7,430 / 12.7		7,020 / 12.0	12.6*		12.5*		11.8*		11.2*	
SHARE OF AUDIENCE %			27	28 *		26 *	34		28	31 *		29 *		28 *		26 *	
AVG. AUD. BY ¼ HR. %			8.4	10.1	9.4	8.8	12.0	13.4	12.4	12.8	12.9	12.2	11.9	11.7	11.4	10.9	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			7,610 / 13.0		8,130 / 13.9		10,060 / 17.2				6,260 / 10.7						
			Let's Make a Deal		Newlywed Game		← Lawrence Welk Show® →				← Engelbert Humperdinck Show® →						
AVERAGE AUDIENCE (Households (000) & %)			6,380 / 10.9		7,020 / 12.0		7,200 / 12.3	11.4*		13.3*	4,270 / 7.3	7.7*		6.9*			
SHARE OF AUDIENCE %			32		32		28	28 *		29 *	16	16 *		15 *			
AVG. AUD. BY ¼ HR. %			10.2	11.5	11.5	12.4	10.6	12.2	13.0	13.5	7.8	7.7	7.4	6.5			
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,480 / 14.5				8,540 / 14.6		9,360 / 16.0		11,410 / 19.5		12,110 / 20.7				
			← Jackie Gleason Show® →				My Three Sons®		Green Acres®		Petticoat Junction®		← Mannix® →				
AVERAGE AUDIENCE (Households (000) & %)			5,910 / 10.1	9.4*		10.8*	7,550 / 12.9		8,010 / 13.7		10,000 / 17.1		9,890 / 16.9	16.4*		17.4*	
SHARE OF AUDIENCE %			28	28 *		29 *	32		30		36		36	35 *		37 *	
AVG. AUD. BY ¼ HR. %			9.4	9.4	10.8	10.8	11.9	13.8	12.8	14.6	16.8	17.4	16.3	16.5	17.4	17.4	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,070 / 13.8				9,130 / 15.6		14,680 / 25.1								
			← Andy Williams Presents The Ray Stevens Show →				Adam 12®		← NBC Saturday Night at the Movies® "ROSIE" (9:00-11:00PM) →								
AVERAGE AUDIENCE (Households (000) & %)			5,730 / 9.8	9.2*		10.4*	8,070 / 13.8		9,590 / 16.4	15.0*		16.7*		16.7*		17.1*	
SHARE OF AUDIENCE %			28	27 *		28 *	34		35	33 *		36 *		35 *		37 *	
AVG. AUD. BY ¼ HR. %			8.9	9.4	10.0	10.7	13.0	14.5	14.8	15.2	16.9	16.5	16.6	16.7	17.1	17.1	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1			31.0	31.6	32.1	34.5	35.3	35.8	36.9	38.5	39.6	41.9	42.8	43.7	42.4	43.2	43.4	43.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 2			31.8	32.5	33.1	34.9	36.4	37.9	38.8	42.9	45.1	47.0	46.6	47.2	47.3	47.0	46.9	46.2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. · SAT. JULY 25, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. JULY 19, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	TOTAL AUDIENCE (Households (000) & %)	7,550 / 12.9				10,760 / 18.4				12,290 / 21.0								
	ABC TV	Land of the Giants®				The F.B.I.®				ABC Sunday Night Movies® "THE DEADLY AFFAIR" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	5,150 / 8.8			9.6*	7,550 / 12.9	12.2*		13.6*	6,260 / 10.7	12.4*		11.3*		10.2*		9.0*	
	SHARE OF AUDIENCE %	24	24 *		25 *	31	30 *		32 *	22	26 *		23 *		21 *		19 *	
	AVG. AUD. BY ¼ HR. %	7.9	8.2	9.4	9.8	12.3	12.1	13.1	14.1	13.1	11.7	11.5	11.0	10.6	9.9	9.3	8.7	
	TOTAL AUDIENCE (Households (000) & %)	6,440 / 11.0		6,960 / 11.9		10,880 / 18.6				12,400 / 21.2				12,460 / 21.3				
	CBS TV	Lassie®		To Rome with Love®		Ed Sullivan Show®				Comedy Tonight				Mission: Impossible®				
	AVERAGE AUDIENCE (Households (000) & %)	5,320 / 9.1		6,260 / 10.7		7,370 / 12.6	12.1*		13.1*	8,480 / 14.5	14.1*		15.0*	9,540 / 16.3	15.8*		16.7*	
	SHARE OF AUDIENCE %	27		28		30	29 *		31 *	30	30 *		30 *	34	33 *		36 *	
	AVG. AUD. BY ¼ HR. %	8.8	9.4	10.4	11.0	11.7	12.5	13.1	13.0	13.7	14.5	14.8	15.2	15.4	16.2	17.1	16.4	
	TOTAL AUDIENCE (Households (000) & %)			11,350 / 19.4				9,240 / 15.8		14,740 / 25.2				11,000 / 18.8				
	NBC TV			Wonderful World of Disney® "INKY, THE CROW"				Bill Cosby Show (P & G) ®		Bonanza®				Bold Ones®				
	AVERAGE AUDIENCE (Households (000) & %)			8,010 / 13.7	12.3*		15.1*	8,310 / 14.2		11,060 / 18.9	18.0*		19.9*	8,830 / 15.1	15.2*		15.0*	
	SHARE OF AUDIENCE %			34	32 *		37 *	33		39	38 *		40 *	32	32 *		32 *	
	AVG. AUD. BY ¼ HR. %			11.5	13.0	15.0	15.2	13.6	14.8	17.0	18.9	19.8	19.9	15.1	15.2	15.2	14.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	7,020 / 12.0				10,590 / 18.1				14,450 / 24.7								
	ABC TV	Land of the Giants®				The F.B.I.®				ABC Sunday Night Movies® "THE HEROES OF TELEMARK" (9:00-11:30PM)(1)								
	AVERAGE AUDIENCE (Households (000) & %)	4,800 / 8.2	7.4*		9.0*	7,780 / 13.3	12.5*		14.2*	8,720 / 14.9	14.1*		15.4*		15.8*		14.5*	
	SHARE OF AUDIENCE %	25	24 *		27 *	33	33 *		33 *	32	30 *		31 *		33 *		31 *	
	AVG. AUD. BY ¼ HR. %	6.9	7.8	8.6	9.5	12.0	13.0	13.8	14.5	14.1	14.1	15.1	15.8	16.3	15.2	14.6	14.5	
	TOTAL AUDIENCE (Households (000) & %)	6,840 / 11.7		7,020 / 12.0		11,120 / 19.0				11,230 / 19.2				10,000 / 17.1				
	CBS TV	Lassie®		To Rome with Love®		Ed Sullivan Show®				Comedy Tonight				Mission: Impossible®				
	AVERAGE AUDIENCE (Households (000) & %)	5,620 / 9.6		5,910 / 10.1		7,720 / 13.2	11.7*		14.7*	7,370 / 12.6	12.5*		12.6*	7,780 / 13.3	12.9*		13.8*	
	SHARE OF AUDIENCE %	31		30		33	31 *		34 *	26	27 *		26 *	28	27 *		30 *	
	AVG. AUD. BY ¼ HR. %	8.9	10.3	9.7	10.4	10.9	12.6	14.2	15.2	12.9	12.1	12.3	12.9	12.6	13.1	13.9	13.7	
	TOTAL AUDIENCE (Households (000) & %)			9,950 / 17.0				8,420 / 14.4		13,220 / 22.6				10,120 / 17.3				
	NBC TV			Wonderful World of Disney® "IN SHAPE WITH VON DRAKE"				Bill Cosby Show (P & G) ®		Bonanza®				Bold Ones®				
	AVERAGE AUDIENCE (Households (000) & %)			6,440 / 11.0	9.9*		12.1*	7,250 / 12.4		10,180 / 17.4	17.1*		17.8*	8,010 / 13.7	13.6*		13.7*	
	SHARE OF AUDIENCE %			31	29 *		32 *	29		36	37 *		36 *	29	29 *		29 *	
	AVG. AUD. BY ¼ HR. %			9.4	10.3	11.9	12.2	12.2	12.5	16.4	17.8	17.9	17.6	13.4	13.8	13.8	13.6	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	33.5	35.0	37.7	39.9	41.1	41.5	41.5	44.2	45.9	48.1	49.6	49.7	47.7	48.1	47.4	46.1	
	WK 2	30.7	32.1	33.0	34.7	36.9	39.0	41.4	44.0	45.8	47.2	48.7	49.9	47.6	47.2	46.9	46.2	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. • SUN. JULY 26, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. JULY 27, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,780 / 15.0				14,220 / 24.3								6,380 / 10.9		
			← It Takes a Thief (R)				← ABC Monday Night Movies (R) "BEACH BLANKET BINGO" (8:30-10:30PM)									Now (Philco-Ford)	
AVERAGE AUDIENCE (Households (000) & %)			6,440 / 11.0				8,890 / 15.2								5,150 / 8.8		
SHARE OF AUDIENCE %			26	26 *		27 *	31	28 *		30 *		32 *		32 *	20		
AVG. AUD. BY ¼ HR. %			10.5	10.8	11.3	11.7	12.6	13.6	14.6	15.3	16.1	16.9	16.8	15.5	9.5		8.1
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			11,410 / 19.5				11,290 / 19.3		10,410 / 17.8		10,240 / 17.5		12,290 / 21.0				
			← Gunsmoke (R)				Lucy Show (R)		Mayberry R.F.D. (General Foods) (R)		Doris Day Show (R)		← Wild, Wild West (R)				
AVERAGE AUDIENCE (Households (000) & %)			8,660 / 14.8				9,950 / 17.0		9,420 / 16.1		9,130 / 15.6		8,250 / 14.1				
SHARE OF AUDIENCE %			35	34 *		37 *	37		33		31		30	27 *			34 *
AVG. AUD. BY ¼ HR. %			13.7	14.3	15.6	15.8	16.5	17.4	16.0	16.2	15.6	15.6	13.2	13.2	15.4		14.8
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,140 / 10.5		6,080 / 10.4		14,330 / 24.5										
			My World and Welcome to It (R)		Monday Theater "ME AND BENJY"		← NBC Monday Night at the Movies (R)(B) "THE FORTUNE COOKIE" (8:30-11:00PM)										
AVERAGE AUDIENCE (Households (000) & %)			4,860 / 8.3		5,210 / 8.9		7,490 / 12.8	10.9*		12.8*		13.0*		13.4*			14.0*
SHARE OF AUDIENCE %			20		21		27	24 *		26 *		25 *		27 *			31 *
AVG. AUD. BY ¼ HR. %			8.8	7.9	8.5	9.4	10.5	11.4	12.9	12.4	13.2	12.8	13.3	13.0	12.8		13.0
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			8,660 / 14.8				11,580 / 19.8								4,740 / 8.1		
			← It Takes a Thief (R)				← ABC Monday Night Movies (R) "THE DENVER AND RIO GRANDE" (8:30-10:30PM)									Now (Philco-Ford)	
AVERAGE AUDIENCE (Households (000) & %)			6,140 / 10.5				6,080 / 10.4								3,800 / 6.5		
SHARE OF AUDIENCE %			25	23 *		27 *	21	22 *		20 *		21 *		21 *	14		
AVG. AUD. BY ¼ HR. %			9.0	9.6	11.5	11.9	10.2	9.9	9.8	10.1	10.5	10.9	12.0	9.8	6.9		6.1
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			12,870 / 22.0				11,230 / 19.2		10,240 / 17.5		10,590 / 18.1		12,340 / 21.1				
			← Gunsmoke (R)				Lucy Show (R)		Mayberry R.F.D. (Philip Morris) (R)		Doris Day Show (R)		← Wild, Wild West (R)				
AVERAGE AUDIENCE (Households (000) & %)			9,420 / 16.1				9,830 / 16.8		9,240 / 15.8		9,590 / 16.4		8,540 / 14.6				
SHARE OF AUDIENCE %			39	39 *		39 *	37		32		31		29	27 *			32 *
AVG. AUD. BY ¼ HR. %			14.8	16.2	16.6	16.9	16.4	17.2	15.7	16.0	16.2	16.5	13.8	13.9	15.2		15.3
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,380 / 10.9		6,490 / 11.1		12,990 / 22.2										
			My World and Welcome to It (R)		Monday Theater "SOUTHERN FRIED"		← NBC Monday Night at the Movies (R) "SAMSON AND DELILAH" (8:30-11:00PM)										
AVERAGE AUDIENCE (Households (000) & %)			5,270 / 9.0		5,790 / 9.9		8,130 / 13.9	11.3*		13.4*		14.0*		15.0*			16.0*
SHARE OF AUDIENCE %			23		23		28	25 *		27 *		27 *		30 *			33 *
AVG. AUD. BY ¼ HR. %			8.8	9.3	9.7	10.0	10.9	11.6	13.3	13.6	13.8	14.1	14.7	15.2	16.5		15.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	37.8	39.4	41.1	41.3	42.5	43.5	44.9	47.3	48.6	49.3	50.4	51.7	50.1	49.2	46.3		43.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	37.3	37.9	38.7	41.2	42.7	44.0	45.0	46.5	48.9	50.7	51.7	52.4	51.5	50.1	49.7		46.4

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • MON. AUGUST 3, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. JULY 28, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			9,890 16.9				12,640 21.6						13,050 22.3				
				Mod Squad Ⓡ						Movie of the Week Ⓡ "MR. JERICO"				Marcus Welby, M.D. Ⓡ				
	AVERAGE AUDIENCE (Households (000) & %)			7,780				7,840						10,410				
	SHARE OF AUDIENCE %			13.3	12.7*		13.9*	13.4	11.9*		13.0*		15.4*	17.8	17.4*		18.2*	
	AVG. AUD. BY ¼ HR. %			33	32 *		34 *	29	28 *		29 *		31 *	36	34 *		38 *	
				12.2	13.1	13.6	14.1	11.9	11.9	12.5	13.4	15.0	15.9	17.2	17.5	18.0	18.5	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			12,290 21.0								7,080 12.1		5,850 10.0				
				CBS Tuesday Night Movies Ⓡ "WAKE ME WHEN IT'S OVER" (7:30-9:30PM)								Governor and J. J. Ⓡ		CBS News Hour "VOICES FROM THE RUSSIAN UNDERGROUND" (WESTERN ELECTRIC)				
	AVERAGE AUDIENCE (Households (000) & %)			6,960								6,380		3,800				
	SHARE OF AUDIENCE %			11.9	10.2*		11.3*		12.9*		13.2*	10.9		6.5	6.8*		6.1*	
	AVG. AUD. BY ¼ HR. %			28	26 *		28 *		30 *		29 *	22		13	13 *		13 *	
				10.3	10.2	11.0	11.6	12.5	13.4	13.8	12.6	10.9	10.8	7.4	6.3	6.0	6.2	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			5,730 9.8		5,030 8.6		8,250 14.1		16,150 27.6								
				I Dream of Jeannie Ⓡ		Debbie Reynolds Show Ⓡ		Julia Ⓡ		NBC Tuesday Night at the Movies Ⓡ "BILLIE" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			4,620		4,390		6,790		10,180								
	SHARE OF AUDIENCE %			7.9		7.5		11.6		17.4	14.4*		18.2*		19.2*		17.7*	
	AVG. AUD. BY ¼ HR. %			20		18		27		36	32 *		37 *		38 *		37 *	
				7.9	7.9	7.1	7.9	10.3	13.0	13.7	15.1	17.7	18.4	[illegible]	[illegible]	[illegible]	[illegible]	
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			10,940 18.7				15,270 26.1						14,860 25.4				
				Mod Squad Ⓡ						Movie of the Week Ⓡ "CARTER'S ARMY"				Marcus Welby, M.D. Ⓡ				
	AVERAGE AUDIENCE (Households (000) & %)			7,840				10,240						12,170				
	SHARE OF AUDIENCE %			13.4	12.2*		14.7*	17.5	15.0*		17.9*		19.5*	20.8	20.6*		21.0*	
	AVG. AUD. BY ¼ HR. %			34	32 *		36 *	37	33 *		37 *		39 *	43	42 *		44 *	
				11.8	12.5	14.4	15.0	14.6	15.5	17.4	18.4	19.2	19.8	19.8	21.3	21.3	20.7	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,990 20.5								8,310 14.2		8,370 14.3				
				CBS Tuesday Night Movies Ⓡ(B) "ANNA AND THE KING OF SIAM" (7:30-9:30PM)								Governor and J. J. Ⓡ		CBS News Hour "THE WORLD OF CHARLIE COMPANY" Ⓡ				
	AVERAGE AUDIENCE (Households (000) & %)			6,260								7,250		5,790				
	SHARE OF AUDIENCE %			10.7	9.7*		9.6*		10.7*		12.7*	12.4		9.9	10.1*		9.7*	
	AVG. AUD. BY ¼ HR. %			25	25 *		23 *		24 *		26 *	25		21	21 *		20 *	
				9.8	9.6	9.3	9.8	10.4	11.0	12.6	12.7	12.3	12.4	10.2	9.9	9.3	10.1	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			6,790 11.6		6,730 11.5		8,310 14.2		11,520 19.7								
				I Dream of Jeannie Ⓡ		Debbie Reynolds Show Ⓡ		Julia Ⓡ					First Tuesday					
	AVERAGE AUDIENCE (Households (000) & %)			5,560		5,270		7,020		5,850								
	SHARE OF AUDIENCE %			9.5		9.0		12.0		10.0	10.3*		10.9*		9.5*		9.3*	
	AVG. AUD. BY ¼ HR. %			25		22		26		21	21 *		22 *		19 *		20 *	
				9.2	9.8	8.7	9.3	11.7	12.4	10.1	10.4	11.2	10.5	9.9	9.1	9.4	9.2	
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	37.8	39.4	38.9	40.0	40.0	41.5	41.2	43.6	45.1	46.2	48.3	50.8	51.1	50.2	49.7	46.9	
	WK 2	36.6	37.3	37.6	38.7	40.4	42.5	44.1	46.5	48.0	49.1	49.2	50.1	48.5	49.0	48.3	46.9	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • TUE. AUGUST 4, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. JULY 29, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,730 / 11.5		7,900 / 13.5		7,720 / 13.2		9,830 / 16.8				8,070 / 13.8				
			Nanny and the Professor ®		Courtship of Eddie's Father ®		Room 222 ®		Johnny Cash Presents The Everly Brothers				Smothers Brothers Comedy Hour				
AVERAGE AUDIENCE (Households (000) & %)			5,850 / 10.0		6,960 / 11.9		6,790 / 11.6		7,080 / 12.1	12.0*		12.2*	5,620 / 9.6	9.9*		9.4*	
SHARE OF AUDIENCE %			25		28		26		24	25 *		24 *	19	20 *		19 *	
AVG. AUD. BY ¼ HR. %			9.3	10.6	11.6	12.3	11.8	11.5	11.7	12.3	12.3	12.0	10.2	9.6	9.6	9.3	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,370 / 14.3		7,430 / 12.7		8,480 / 14.5		12,580 / 21.5				14,510 / 24.8				
			Where's Huddles		Gomer Pyle - USMC ®		Beverly Hillbillies ®		Medical Center ®				Hawaii Five-O ®				
AVERAGE AUDIENCE (Households (000) & %)			6,900 / 11.8		6,140 / 10.5		7,430 / 12.7		9,360 / 16.0	15.2*		16.9*	11,930 / 20.4	20.1*		20.6*	
SHARE OF AUDIENCE %			29		24		28		32	32 *		33 *	41	40 *		42 *	
AVG. AUD. BY ¼ HR. %			11.5	12.1	10.3	10.7	11.6	13.7	14.7	15.6	16.7	17.2	20.0	20.3	20.8	20.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,120 / 19.0						10,240 / 17.5				8,070 / 13.8				
			The Virginian ®						Kraft Music Hall (Kraftco)				Then Came Bronson ®				
AVERAGE AUDIENCE (Households (000) & %)			7,720 / 13.2						7,020 / 12.0				5,670 / 9.7				
SHARE OF AUDIENCE %			31	11.9* / 29 *		13.2* / 31 *		14.5* / 32 *	24	11.6* / 24 *		12.4* / 24 *	20	9.7* / 19 *		9.7* / 20 *	
AVG. AUD. BY ¼ HR. %																	

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,320 / 10.8		8,130 / 13.9		7,720 / 13.2		9,420 / 16.1				7,610 / 13.0				
			Nanny and the Professor ®		Courtship of Eddie's Father ®		Room 222 ®		Johnny Cash Presents The Everly Brothers				Smothers Brothers Comedy Hour ®				
AVERAGE AUDIENCE (Households (000) & %)			5,270 / 9.0		6,960 / 11.9		6,610 / 11.3		6,840 / 11.7	11.9*		11.5*	5,320 / 9.1	9.2*		9.1*	
SHARE OF AUDIENCE %			22		28		26		25	26 *		24 *	19	19 *		20 *	
AVG. AUD. BY ¼ HR. %			8.6	9.5	11.7	12.1	11.0	11.6	12.0	11.8	11.7	11.2	9.2	9.2	8.9	9.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,130 / 13.9		6,490 / 11.1		7,550 / 12.9		11,930 / 20.4				14,980 / 25.6				
			Where's Huddles		Gomer Pyle - USMC ®		Beverly Hillbillies ®		Medical Center ®				Hawaii Five-O ®				
AVERAGE AUDIENCE (Households (000) & %)			6,840 / 11.7		5,620 / 9.6		6,670 / 11.4		9,830 / 16.8	16.0*		17.6*	12,170 / 20.8	20.6*		20.9*	
SHARE OF AUDIENCE %			29		23		26		35	34 *		36 *	44	43 *		45 *	
AVG. AUD. BY ¼ HR. %			11.8	11.6	9.2	10.0	10.5	12.2	15.2	16.9	17.6	17.7	20.5	20.8	21.2	20.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,460 / 21.3						8,950 / 15.3				7,250 / 12.4				
			The Virginian ®						Kraft Music Hall (Kraftco)				Then Came Bronson ®				
AVERAGE AUDIENCE (Households (000) & %)			8,480 / 14.5						6,080 / 10.4				5,440 / 9.3				
SHARE OF AUDIENCE %			34	13.6* / 34 *		14.7* / 35 *		15.2* / 34 *	22	10.0* / 21 *		10.8* / 22 *	20	9.3* / 20 *		9.4* / 20 *	
AVG. AUD. BY ¼ HR. %			13.4	13.8	14.9	14.4	15.5	14.9	9.9	10.1	10.8	10.9	9.2	9.3	9.5	9.2	

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	39.0	39.4	39.3	42.0	42.3	43.5	44.5	46.0	46.9	49.4	51.2	51.4	50.7	49.9	49.6	47.8	
WK 2	38.7	39.0	40.0	40.9	42.1	43.0	43.2	45.2	45.9	47.4	48.3	48.4	47.6	47.3	47.0	45.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • WED. AUGUST 5, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. JULY 30, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,910 / 8.4		7,490 / 12.8		9,420 / 16.1		9,540 / 16.3				5,850 / 10.0				
				Animal	World	That Girl ®		Bewitched ®		This Is Tom Jones ®				Harold Robbins–The Survivors ®				
	AVERAGE AUDIENCE (Households (000) & %)			4,620		6,380		8,250		6,080				3,570				
	SHARE OF AUDIENCE %			7.9		10.9		14.1		10.4	9.9*		10.9*	6.1	6.1*			6.1*
	AVG. AUD. BY ¼ HR. %			20		27		33		22	21 *		23 *	13	13 *			14 *
				8.2	7.7	10.2	11.6	13.7	14.6	10.1	9.7	11.0	10.8	6.4	5.8	5.8		6.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)			9,590 / 16.4		8,780 / 15.0				13,980 / 23.9								
				Family Affair ®		Happy Days				CBS Thursday Night Movies ® "THE LAW & JAKE WADE" (9:00-10:45PM)								Woodstock (Sustainer) ®
	AVERAGE AUDIENCE (Households (000) & %)			8,130 / 13.9		4,970 / 8.5				8,830 / 15.1								
	SHARE OF AUDIENCE %			36		20	8.1*		8.8*	32	12.1*		14.6*		17.5*			
	AVG. AUD. BY ¼ HR. %			13.3	14.4	8.9	7.3	8.2	20 * / 9.4	11.6	26 * / 12.5	14.3	30 * / 15.0	17.2	37 * / 17.7	17.2		
NBC TV	TOTAL AUDIENCE (Households (000) & %)			9,240 / 15.8				13,280 / 22.7				9,130 / 15.6		12,580 / 21.5				
				Daniel Boone ®				Ironside ®				Dragnet ®		Dean Martin Presents The Golddiggers				
	AVERAGE AUDIENCE (Households (000) & %)			6,140 / 10.5				9,770 / 16.7				7,960 / 13.6		8,010 / 13.7				
	SHARE OF AUDIENCE %			26	9.5*		11.5*	37	15.6*		17.8*	29		31	13.2*			14.3*
	AVG. AUD. BY ¼ HR. %			9.4	25 * / 9.4	11.1	28 * / 12.0	19.1	36 * / 14.0	17.4	39 * / 18.2	13.5	13.4	4.1	29 * / 12.6	12.6		33 * / 13.5

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			6,610 / 11.3		8,890 / 15.2		11,230 / 19.2		10,470 / 17.9				6,260 / 10.7				
				Animal	World	That Girl ®		Bewitched ®		This Is Tom Jones ®				Harold Robbins–The Survivors ®				
	AVERAGE AUDIENCE (Households (000) & %)			5,440		7,490		10,060		7,430				4,390				
	SHARE OF AUDIENCE %			9.3		12.8		17.2		12.7	13.1*		12.4*	7.5	7.5*			7.5*
	AVG. AUD. BY ¼ HR. %			25		32		41		28	29 *		27 *	17	17 *			18 *
				9.1	9.4	12.2	13.4	16.8	17.7	12.6	13.5	12.6	12.2	7.9	7.2	7.6		7.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)			8,780 / 15.0		9,420 / 16.1				13,860 / 23.7								
				Family Affair ®		Happy Days				CBS Thursday Night Movies ®(B) "THE ANGEL WORE RED" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			7,550 / 12.9		5,850 / 10.0				7,200 / 12.3								
	SHARE OF AUDIENCE %			34		25	9.5*		10.6*	28	12.5*		11.8*		12.5*			12.3*
	AVG. AUD. BY ¼ HR. %			12.5	13.2	9.5	9.4	10.2	25 * / 11.0	13.2	28 * / 11.8	11.8	26 * / 11.7	12.4	29 * / 12.5	12.5		29 * / 12.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)			8,370 / 14.3				9,130 / 15.6				7,430 / 12.7		11,760 / 20.1				
				Daniel Boone ®				G.E. Monogram Series ® "ONCE BEFORE I DIE" (Gen. Electric-Corp. Div.)				Dragnet ®		Dean Martin Presents The Golddiggers				
	AVERAGE AUDIENCE (Households (000) & %)			5,380 / 9.2				5,210 / 8.9				6,610 / 11.3		7,840 / 13.4				
	SHARE OF AUDIENCE %			24	8.3*		10.1*	21	8.1*		9.6*	25		31	13.1*			13.6*
	AVG. AUD. BY ¼ HR. %			8.2	22 * / 8.3	10.1	25 * / 10.0	8.2	19 * / 8.1	9.2	22 * / 10.1	10.7	11.9	13.1	30 * / 13.1	13.6		32 * / 13.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	37.0	37.7	38.4	39.0	40.4	41.0	42.3	44.0	45.4	46.8	47.7	48.7	47.2	46.8	46.5	42.8	
WK 2	39.7	38.3	36.8	37.9	39.7	40.1	40.7	42.4	44.0	45.3	44.9	45.3	43.4	43.3	43.6	41.2	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • THU. AUGUST 6, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. JULY 31, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			3,740 / 6.4		6,140 / 10.5		6,900 / 11.8				15,440 / 26.4						
			Flying Nun ®		Brady Bunch ®		← Here Come the Brides ® →						College All-Star Football Game (COLLEGE ALL-STARS VS KANSAS CITY CHIEFS, 9:30-12:25AM) (1)				
AVERAGE AUDIENCE (Households (000) & %)			3,280 / 5.6		5,440 / 9.3		4,860 / 8.3				8,250 / 14.1						
SHARE OF AUDIENCE %			15		24		20	7.2* / 18 *		9.3* / 22 *	33	13.0* / 29 *		15.6* / 33 *		16.3* / 34 *	
AVG. AUD. BY ¼ HR. %			5.6	5.7	9.1	9.4	6.8	7.5	8.8	9.8	12.2	13.8	15.6	15.7	16.5	16.1	
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,720 / 13.2		6,320 / 10.8		8,890 / 15.2		11,410 / 19.5								
			Get Smart ®		He & She ®		Hogan's Heroes ®			← CBS Friday Night Movies ® "THE THIRD DAY" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)			6,610 / 11.3		5,560 / 9.5		7,660 / 13.1		6,490 / 11.1			10.7*		12.4*		11.9*	
SHARE OF AUDIENCE %			30		25		33		24	9.5* / 22 *		23 *		26 *		25 *	
AVG. AUD. BY ¼ HR. %			11.3	11.4	9.0	10.0	13.0	13.3	9.4	9.7	10.6	10.7	12.3	12.5	12.3	11.6	
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,710 / 16.6				11,060 / 18.9						8,190 / 14.0				
			← High Chaparral ® →				← Name of the Game ® →						← Bracken's World ® →				
AVERAGE AUDIENCE (Households (000) & %)			7,200 / 12.3				6,730 / 11.5						5,730 / 9.8				
SHARE OF AUDIENCE %			32	11.7* / 31 *		12.9* / 34 *	27	10.4* / 26 *		11.6* / 27 *		12.6* / 27 *	21	9.9* / 21 *		9.7* / 21 *	
AVG. AUD. BY ¼ HR. %			13.0	13.9	13.0	12.7	10.1	10.4	11.3	11.8	12.6	12.6	9.9	9.9	9.6	9.7	
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			5,030 / 8.6		7,370 / 12.6		6,380 / 10.9		7,720 / 13.2				9,950 / 17.0				
			Flying Nun ®		Brady Bunch ®		Ghost and Mrs. Muir ®		← Here Come the Brides ® →				← Love, American Style ® →				
AVERAGE AUDIENCE (Households (000) & %)			4,450 / 7.6		6,260 / 10.7		5,560 / 9.5		5,620 / 9.6			10.3*	8,130 / 13.9	13.4*		14.4*	
SHARE OF AUDIENCE %			20		27		23		22	8.8* / 20 *		23 *	31	30 *		32 *	
AVG. AUD. BY ¼ HR. %			7.2	8.0	10.4	11.1	9.7	9.4	8.5	9.2	10.0	10.6	12.8	14.0	14.4	14.5	
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,140 / 12.2		6,380 / 10.9		8,540 / 14.6		12,460 / 21.3								
			Get Smart ®		He & She ®		Hogan's Heroes ®			← CBS Friday Night Movies ® "TARZAN AND THE VALLEY OF GOLD" (9:00-10:50PM) →							(2)
AVERAGE AUDIENCE (Households (000) & %)			5,850 / 10.0		5,500 / 9.4		7,550 / 12.9		7,610 / 13.0			12.7*		13.8*			
SHARE OF AUDIENCE %			27		24		31		29	11.9* / 28 *		28 *		31 *			
AVG. AUD. BY ¼ HR. %			9.9	10.1	9.0	9.9	11.8	14.0	11.6	12.1	12.2	13.1	13.8	13.9	14.5	13.2	
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			9,830 / 16.8				11,410 / 19.5						6,490 / 11.1				
			← High Chaparral ® →				← Name of the Game ® →						← Bracken's World ® →				
AVERAGE AUDIENCE (Households (000) & %)			7,370 / 12.6				7,610 / 13.0						4,620 / 7.9				
SHARE OF AUDIENCE %			33	11.9* / 32 *		13.4* / 34 *	30	12.5* / 30 *		13.5* / 31 *		13.0* / 29 *	18	7.7* / 17 *		8.0* / 18 *	
AVG. AUD. BY ¼ HR. %			11.7	12.1	13.3	13.5	12.4	12.6	13.9	13.2	13.5	12.5	8.1	7.4	7.6	8.3	

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	36.2	36.7	37.9	37.5	37.9	38.4	38.5	40.5	42.0	44.4	46.4	47.1	47.5	47.6	48.0	46.6	
WK 2	35.7	37.6	36.7	37.4	38.5	40.4	40.5	42.7	43.0	43.4	44.7	44.9	44.4	45.2	45.8	44.0	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP PAGES.
(2) "SOMETHING FOR EVERYONE" (10:50-11:00PM, WK2) (SUSTAINER) (5)

• FRI. AUGUST 7, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. AUGUST 1, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			7,780 / 13.3		8,830 / 15.1		9,070 / 15.5				6,610 / 11.3						
				Let's Make a Deal		Newlywed Game		← Lawrence Welk Show →				← Engelbert Humperdinck Show (R) →						
	AVERAGE AUDIENCE (Households (000) & %)			6,380 / 10.9		7,840 / 13.4		6,960 / 11.9	11.4*		12.4*	4,800 / 8.2	8.6*		7.8*			
	SHARE OF AUDIENCE %			32		37		29	29 *		29 *	19	20 *		18 *			
	AVG. AUD. BY ¼ HR. %			10.4	11.5	12.7	14.0	11.3	11.4	12.5	12.3	8.6	8.5	8.0	7.5			
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			8,420 / 14.4				7,490 / 12.8		8,130 / 13.9		9,590 / 16.4		10,300 / 17.6				
				← Jackie Gleason Show (R) →				My Three Sons (R)		Green Acres (R)		Petticoat Junction (R)		← Mannix (R) →				
	AVERAGE AUDIENCE (Households (000) & %)			5,150 / 8.8				6,440 / 11.0		6,900 / 11.8		8,420 / 14.4		8,480 / 14.5	13.7*		15.4*	
	SHARE OF AUDIENCE %			25	8.5* / 25 *		9.2* / 26 *	28		27		33		33	31 *		36 *	
	AVG. AUD. BY ¼ HR. %			8.5	8.5	8.9	9.5	10.6	11.4	11.0	12.7	14.5	14.4	13.2	14.2	15.1	15.6	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			7,660 / 13.1				8,830 / 15.1		14,740 / 25.2								
				← Andy Williams Presents The Ray Stevens Show →				Adam 12 (R)				← NBC Saturday Night at the Movies (R) "AMBUSH BAY" (9:00-11:15PM)(1) →						
	AVERAGE AUDIENCE (Households (000) & %)			5,150 / 8.8				7,900 / 13.5		9,070 / 15.5								
	SHARE OF AUDIENCE %			25	8.6* / 25 *		9.0* / 25 *	34		36	13.2* / 30 *		15.0* / 34 *		16.7* / 38 *		16.9* / 39 *	
	AVG. AUD. BY ¼ HR. %			8.6	8.7	9.0	9.1	13.1	13.9	12.9	13.4	14.5	15.5	14.6	16.9	14.8	16.9	
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			7,610 / 13.0		8,830 / 15.1		9,240 / 15.8				6,960 / 11.9						
				Let's Make a Deal		Newlywed Game		← Lawrence Welk Show (R) →				← Engelbert Humperdinck Show (R) →						
	AVERAGE AUDIENCE (Households (000) & %)			6,610 / 11.3		7,900 / 13.5		6,900 / 11.8	11.4*		12.2*	4,450 / 7.6	8.0*		7.1*			
	SHARE OF AUDIENCE %			33		36		28	28 *		23 *	16	17 *		15 *			
	AVG. AUD. BY ¼ HR. %			10.7	12.0	13.0	13.9	11.4	11.4	11.9	12.5	8.5	7.5	7.2	7.0			
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			8,250 / 14.1				8,190 / 14.0		9,420 / 16.1		10,350 / 17.7		11,990 / 20.5				
				← Jackie Gleason Show (R) →				My Three Sons (R)		Green Acres (R)		Petticoat Junction (R)		← Mannix (R) →				
	AVERAGE AUDIENCE (Households (000) & %)			5,620 / 9.6				7,250 / 12.4		7,840 / 13.4		9,540 / 16.3		9,650 / 16.5	16.3*		16.7*	
	SHARE OF AUDIENCE %			27	9.1* / 27 *		10.1* / 27 *	30		30		36		36	35 *		36 *	
	AVG. AUD. BY ¼ HR. %			8.9	9.3	9.7	10.6	12.1	12.7	12.9	14.0	15.9	16.7	16.1	16.5	17.0	16.5	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			8,250 / 14.1				9,480 / 16.2		13,860 / 23.7								
				← Andy Williams Presents The Ray Stevens Show →				Adam 12 (R)				← NBC Saturday Night at the Movies (R) "SILENT NIGHT, LONELY NIGHT" (9:00-11:00PM) →						
	AVERAGE AUDIENCE (Households (000) & %)			5,910 / 10.1				8,310 / 14.2		8,950 / 15.3								
	SHARE OF AUDIENCE %			28	9.8* / 29 *		10.5* / 28 *	35		33	13.1* / 30 *		15.2* / 33 *		16.5* / 36 *		16.1* / 35 *	
	AVG. AUD. BY ¼ HR. %			9.4	10.2	10.7	10.3	13.9	14.4	12.8	13.5	14.9	15.5	16.5	16.6	16.6	15.6	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	32.5	33.5	33.8	35.0	35.0	37.0	39.3	40.5	42.4	44.2	43.4	44.0	43.8	44.3	43.4	43.1	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 2	32.0	31.7	32.8	35.2	36.9	38.6	40.2	41.9	43.2	45.4	45.8	46.1	46.1	46.5	47.0	45.8	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SAT. AUGUST 8, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · SUN. AUGUST 2, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	Land of the Giants®				The F.B.I.®				ABC Sunday Night Movies®Ⓑ "SECONDS" (9:00-11:00PM)								
TOTAL AUDIENCE (Households (000) & %)	6,320 / 10.8				9,770 / 16.7				13,160 / 22.5								
AVERAGE AUDIENCE (Households (000) & %)	4,100				6,900				7,960								
SHARE OF AUDIENCE %	7.0	6.7*		7.4*	11.8	10.2*		13.3*	13.6	13.2*		13.6*		14.1*		13.5*
AVG. AUD. BY ¼ HR. %	21 / 6.9	20 * / 6.6	7.1	21 * / 7.7	30 / 9.6	27 * / 10.8	13.1	32 * / 13.6	30 / 13.6	29 * / 12.8	13.5	29 * / 13.7	14.1	31 * / 14.1	13.9	30 * / 13.2
CBS TV	Lassie®		To Rome with Love®		Ed Sullivan Show®				Comedy Tonight				Mission: Impossible®				
TOTAL AUDIENCE (Households (000) & %)	6,380 / 10.9		6,670 / 11.4		9,650 / 16.5				10,590 / 18.1				10,240 / 17.5				
AVERAGE AUDIENCE (Households (000) & %)	5,560		5,850		6,670				6,260				7,720				
SHARE OF AUDIENCE %	9.5		10.0		11.4	10.6*		12.1*	10.7	11.0*		10.5*	13.2	13.0*		13.5*
AVG. AUD. BY ¼ HR. %	29 / 8.9	10.0	29 / 9.2	10.7	29 / 10.6	28 * / 10.7	12.1	29 * / 12.1	23 / 11.0	24 * / 11.0	10.1	22 * / 10.9	29 / 12.6	29 * / 13.4	13.6	30 * / 13.4
NBC TV			Wonderful World of Disney® "MENACE ON THE MOUNTAIN" PART I				Bill Cosby Show (P & G) ®			Bonanza®			Bold Ones®				
TOTAL AUDIENCE (Households (000) & %)			10,120 / 17.3				7,900 / 13.5		14,160 / 24.2				11,120 / 19.0				
AVERAGE AUDIENCE (Households (000) & %)			7,200				6,790		10,410				8,250				
SHARE OF AUDIENCE %			12.3	11.9*		12.7*	11.6		17.8	16.3*		19.3*	14.1	14.0*		14.2*
AVG. AUD. BY ¼ HR. %			34 / 12.1	34 * / 11.6	12.5	33 * / 12.9	28 / 11.1	12.2	39 / 15.0	36 * / 17.5	19.5	41 * / 19.2	31 / 12.2	31 * / 12.2		32 * / 14.2

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	Land of the Giants®				The F.B.I.®				ABC Sunday Night Movies®Ⓑ "CARRIE" (9:00-11:25PM)(1)								
TOTAL AUDIENCE (Households (000) & %)	6,380 / 10.9				11,820 / 20.2				12,580 / 21.5								
AVERAGE AUDIENCE (Households (000) & %)	4,680				8,070				7,720								
SHARE OF AUDIENCE %	8.0	8.2*		7.8*	13.8	12.7*		14.9*	13.2	12.6*		13.7*		13.3*		13.4*
AVG. AUD. BY ¼ HR. %	23 / 8.0	24 * / 8.3	7.7	21 * / 7.9	33 / 12.4	31 * / 13.1	14.5	34 * / 15.4	29 / 12.4	26 * / 12.8	13.6	27 * / 13.9	13.5	29 * / 13.1	13.5	30 * / 13.4
CBS TV	Lassie®		To Rome with Love®		Ed Sullivan Show®				Comedy Tonight				Mission: Impossible®				
TOTAL AUDIENCE (Households (000) & %)	6,900 / 11.8		6,730 / 11.5		11,120 / 19.0				10,060 / 17.2				10,470 / 17.9				
AVERAGE AUDIENCE (Households (000) & %)	6,140		5,910		7,610				7,140				8,070				
SHARE OF AUDIENCE %	10.5		10.1		13.0	11.7*		14.3*	12.2	12.2*		12.2*	13.8	13.6*		14.1*
AVG. AUD. BY ¼ HR. %	31 / 10.1	10.8	28 / 9.8	10.3	31 / 10.9	29 * / 12.5	14.5	33 * / 14.1	25 / 12.8	26 * / 11.7	11.7	24 * / 12.6	30 / 13.5	29 * / 13.7	14.2	31 * / 14.0
NBC TV			Wonderful World of Disney® "MENACE ON THE MOUNTAIN" PART II				Bill Cosby Show (P & G) ®			Bonanza®			Bold Ones®				
TOTAL AUDIENCE (Households (000) & %)			9,650 / 16.5				8,070 / 13.8		14,800 / 25.3				11,640 / 19.9				
AVERAGE AUDIENCE (Households (000) & %)			7,020				6,960		11,880				8,720				
SHARE OF AUDIENCE %			12.0	11.2*		12.8*	11.9		20.3	19.3*		21.3*	14.9	15.4*		14.4*
AVG. AUD. BY ¼ HR. %			31 / 10.6	31 * / 11.8	12.6	32 * / 12.9	27 / 11.3	12.6	42 / 18.0	41 * / 20.7	21.4	43 * / 21.2	33 / 15.6	33 * / 15.2	14.7	32 * / 14.1

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	32.7	33.4	34.5	35.2	37.3	39.1	40.9	42.4	44.3	45.7	47.3	47.3	45.0	45.2	45.0	44.2	
WK 2	34.0	34.5	35.7	37.1	39.4	41.4	42.4	44.4	46.2	48.9	49.7	50.2	46.9	46.4	45.7	44.3	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. · SUN. AUGUST 9, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. AUGUST 10, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			8,540 / 14.6				12,870 / 22.0								7,310 / 12.5		
				← It Takes a Thief (R) →				← ABC Monday Night Movies (R) "HOSTILE GUNS" (8:30-10:20PM) →							"Tora, Tora, Tora" (Sustainer)		Now (R) (Co-sponsor)	
	AVERAGE AUDIENCE (Households (000) & %)			6,260				7,250								6,080		
	SHARE OF AUDIENCE %			10.7	10.4*		11.0*	12.4	10.9*		12.1*		12.6*			10.4		
	AVG. AUD. BY ¼ HR. %			26	26 *		26 *	26	24 *		25 *		25 *			23		
				10.4	10.4	11.0	11.0	10.7	11.1	11.9	12.4	12.7	12.6	14.7	14.9	10.2		10.6
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			12,230 / 20.9				11,990 / 20.5		12,050 / 20.6		11,990 / 20.5		7,610 / 13.0				
				← Gunsmoke (R) →				Lucy Show (R)		Mayberry R.F.D. (General Foods)(R)		Doris Day Show (R)			← CBS News Special "STATE OF THE JUDICIARY" (Western Electric Co.) →			
	AVERAGE AUDIENCE (Households (000) & %)			9,360				10,470		11,000		10,650		4,560				
	SHARE OF AUDIENCE %			16.0	15.1*		16.9*	17.9		18.8		18.2		7.8	8.3*			7.3*
	AVG. AUD. BY ¼ HR. %			39	38 *		40 *	40		39		37		17	18 *			16 *
				14.8	15.4	16.7	17.1	16.8	19.1	18.5	19.0	18.1	18.3	9.5	7.1	7.7		6.9
WEEK 2	**NBC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			5,910 / 10.1		6,490 / 11.1		15,800 / 27.0										
				My World and Welcome to It (R)		Monday Theater "THREE COINS IN A FOUNTAIN"		← NBC Monday Night at the Movies (R)(B) "THE TRAIN" (8:30-11:15PM) (1) →										
	AVERAGE AUDIENCE (Households (000) & %)			4,800 / 8.2		5,730 / 9.8		7,720 / 13.2										
	SHARE OF AUDIENCE %			21		23		28	9.6* / 21 *		10.6* / 22 *		12.0* / 24 *		15.0* / 32 *			17.6* / 38 *
	AVG. AUD. BY ¼ HR. %			8.0	8.5	9.5	10.0	9.7	9.5	10.3	10.9	11.6	12.4	14.1	15.9	17.3		18.0
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			9,010 / 15.4				15,330 / 26.2								5,910 / 10.1		
				← It Takes a Thief (R) →				← ABC Monday Night Movies (R) "THE BUSY BODY" (8:30-10:30PM) →									Now (Philco-Ford)	
	AVERAGE AUDIENCE (Households (000) & %)			6,490				9,590								4,800		
	SHARE OF AUDIENCE %			11.1	10.6*		11.6*	16.4	15.6*		16.2*		17.3*		16.3*	8.2		
	AVG. AUD. BY ¼ HR. %			26	26 *		26 *	31	32 *		30 *		31 *		30 *	17		
				10.4	10.8	11.0	12.1	15.3	16.0	16.5	15.9	17.2	17.4	16.9	15.7	8.6		7.7
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			14,980 / 25.6				12,810 / 21.9		12,750 / 21.8		13,050 / 22.3		14,740 / 25.2				
				← Gunsmoke (R) →				Lucy Show (R)		Mayberry R.F.D. (Philip Morris) (R)		Doris Day Show (R)			← Wild, Wild West (R) →			
	AVERAGE AUDIENCE (Households (000) & %)			11,170				11,170		11,580		11,640		11,520				
	SHARE OF AUDIENCE %			19.1	17.3*		20.8*	19.1		19.8		19.9		19.7	18.1*			21.3*
	AVG. AUD. BY ¼ HR. %			45	42 *		47 *	39		36		36		38	33 *			44 *
				16.8	17.9	20.5	21.1	18.5	19.7	18.9	20.6	19.5	20.3	17.3	18.9	22.0		20.6
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			4,740 / 8.1		12,640 / 21.6												
				My World and Welcome to It (R)						← NBC Major League Baseball (SAN FRANCISCO VS PITTSBURGH, 8:00-10:45PM) →								In Which We Live (Sustainer)
	AVERAGE AUDIENCE (Households (000) & %)			4,040 / 6.9		6,550 / 11.2												
	SHARE OF AUDIENCE %			16		23	7.3* / 18 *		9.8* / 21 *		12.2* / 24 *		12.8* / 24 *		13.2* / 25 *			
	AVG. AUD. BY ¼ HR. %			7.1	6.7	7.0	7.6	9.2	10.4	12.1	12.3	12.8	12.7	13.0	13.4	12.3		
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	39.2	39.4	39.3	39.9	41.5	43.4	43.8	46.0	47.1	48.9	49.5	49.7	47.9	46.3	46.1		45.6
	WK 2	38.9	40.3	40.5	41.2	43.2	45.9	47.4	50.2	53.4	55.1	55.4	55.6	53.8	54.4	51.1		46.5

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • MON. AUGUST 17, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · TUE. AUGUST 11, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			9,830 16.8				13,570 23.2						11,410 19.5				
				Mod Squad ®						Movie of the Week ® "THE YOUNG COUNTRY"					Marcus Welby, M.D. ®			
	AVERAGE AUDIENCE (Households (000) & %)			7,080 12.1				8,720 14.9						9,710 16.6				
	SHARE OF AUDIENCE %			31	10.9* 29 *		13.3* 33 *	31	13.5* 30 *		15.6* 32 *		15.5* 30 *	34	16.4* 33 *			16.8* 35 *
	AVG. AUD. BY ¼ HR. %			10.8	11.0	12.9	13.7	13.0	13.9	15.3	15.9	15.6	15.5	16.1	16.7	16.8		16.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)			13,280 22.7								10,240 17.5		9,710 16.6				
				CBS Tuesday Night Movies ® "THE CHALLENGERS" (7:30-9:30PM)								Governor and J. J. ®			Wild, Wild West ®			
	AVERAGE AUDIENCE (Households (000) & %)			6,840 11.7								9,180 15.7		7,720 13.2				
	SHARE OF AUDIENCE %			27	10.2* 27 *		10.8* 27 *		11.9* 27 *		14.1* 29 *	31		27	13.5* 27 *			13.0* 27 *
	AVG. AUD. BY ¼ HR. %			10.5	10.0	10.8	10.8	11.7	12.1	13.8	14.3	15.3	16.2	13.8	13.2	13.3		12.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)			7,900 13.5		7,310 12.5		9,590 16.4		12,750 21.8								
				I Dream of Jeannie ®		Debbie Reynolds Show ®		Julia ®				NBC Tuesday Night at the Movies ® "SAVAGE PAMPAS" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)			6,380 10.9		6,080 10.4		8,250 14.1		7,310 12.5								
	SHARE OF AUDIENCE %			29		26		31		25	11.9* 24 *		12.8* 25 *		12.7* 26 *			12.5* 26 *
	AVG. AUD. BY ¼ HR. %			10.4	11.4	10.0	10.7	13.4	14.8	11.5	12.4	13.2	12.5	13.0	12.4	12.0		12.4

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)			11,170 19.1				15,390 26.3						15,210 26.1				
				Mod Squad ®						Movie of the Week ® "QUARANTINED"					Marcus Welby, M.D. ®			
	AVERAGE AUDIENCE (Households (000) & %)			8,250 14.1				9,890 16.9						13,160 22.5				
	SHARE OF AUDIENCE %			34	12.8* 33 *		15.4* 35 *	34	14.2* 29 *		16.3* 33 *		20.2* 39 *	47	22.5* 47 *			22.5* 48 *
	AVG. AUD. BY ¼ HR. %			12.3	13.3	15.2	15.7	14.4	13.9	15.7	16.9	20.0	20.3	22.1	22.8	22.7		22.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)			13,160 22.5								8,190 14.0		7,310 12.5				
				CBS Tuesday Night Movies ® "PIRATES OF TORTUGA" (7:30-9:30PM)								Governor and J. J. ®			60 Minutes ® "VARIOUS SUBJECTS"			
	AVERAGE AUDIENCE (Households (000) & %)			6,260 10.7								7,140 12.2		5,380 9.2				
	SHARE OF AUDIENCE %			24	8.5* 22 *		10.1* 23 *		11.3* 23 *		12.8* 26 *	24		19	9.2* 19 *			9.1* 20 *
	AVG. AUD. BY ¼ HR. %			8.6	8.4	9.9	10.3	11.2	11.3	12.8	12.9	11.7	12.6	9.7	8.8	9.0		9.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)			7,840 13.4		7,550 12.9		10,120 17.3		11,230 19.2								
				I Dream of Jeannie ®		Debbie Reynolds Show ®		Julia ®				NBC Tuesday Night at the Movies ® "A CLEAR AND PRESENT DANGER" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)			6,380 10.9		6,320 10.8		9,010 15.4		6,380 10.9	12.2*		11.5*		10.2*			9.9*
	SHARE OF AUDIENCE %			28		25		32		22	24 *		22 *		21 *			21 *
	AVG. AUD. BY ¼ HR. %			10.8	10.9	10.0	11.5	14.6	16.1	12.3	12.1	12.0	11.1	10.4	9.9	9.9		9.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	38.2	38.4	37.1	37.2	39.6	41.4	43.4	46.4	47.8	50.0	50.8	51.0	49.8	48.9	49.0	48.0	
WK 2	37.4	37.5	38.1	39.3	41.9	45.0	47.2	49.1	49.7	50.3	51.0	51.8	48.6	48.0	47.0	46.2	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. · TUE. AUGUST 18, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. AUGUST 12, 1970

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			5,670 / 9.7		7,720 / 13.2		7,660 / 13.1		8,890 / 15.2				8,250 / 14.1				
				Nanny and the Professor ®		Courtship of Eddie's Father ®		Room 222 ®		Johnny Cash Presents The Everly Brothers				Smothers Brothers Comedy Hour				
	AVERAGE AUDIENCE (Households (000) & %)			4,970 / 8.5		6,440 / 11.0		6,730 / 11.5		6,900 / 11.8	11.6*		12.0*	6,200 / 10.6	11.2*		10.0*	
	SHARE OF AUDIENCE %			23		28		26		24	24 *		24 *	22	23 *		21 *	
	AVG. AUD. BY ¼ HR. %			8.5	8.6	10.4	11.7	11.1	11.9	11.6	11.7	11.8	12.1	11.3	11.1	10.3	9.8	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			7,430 / 12.7		6,320 / 10.8		8,190 / 14.0		12,640 / 21.6				13,630 / 23.3				
				Where's Huddles		Gomer Pyle-USMC ®		Beverly Hillbillies ®		Medical Center ®				Hawaii Five-O ®				
	AVERAGE AUDIENCE (Households (000) & %)			6,200 / 10.6		5,380 / 9.2		6,960 / 11.9		10,060 / 17.2	16.3*		18.0*	10,760 / 18.4	18.5*		18.2*	
	SHARE OF AUDIENCE %			29		23		27		35	34 *		36 *	38	37 *		38 *	
	AVG. AUD. BY ¼ HR. %			10.7	10.6	8.9	9.6	11.4	12.4	15.8	16.8	18.0	17.9	18.7	18.4	18.4	18.0	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			12,520 / 21.4						9,770 / 16.7				8,310 / 14.2				
				The Virginian ®						Kraft Music Hall (Kraftco)				Then Came Bronson ®				
	AVERAGE AUDIENCE (Households (000) & %)			8,540 / 14.6						6,900 / 11.8				6,380 / 10.9				
	SHARE OF AUDIENCE %			36	12.6* / 34 *		15.1* / 38 *		15.9* / 36 *	24	11.8* / 25 *		11.8* / 24 *	23	11.2* / 23 *		10.5* / 22 *	
	AVG. AUD. BY ¼ HR. %			11.9	13.4	14.9	15.3	15.8	15.9	12.0	11.7	11.4	12.1	11.1	11.2	11.0	10.1	
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)			6,960 / 11.9		8,890 / 15.2		8,250 / 14.1		9,010 / 15.4				8,540 / 14.6				
				Comedy Preview "TWO FOR TAHITI"		Courtship of Eddie's Father ®		Room 222 ®		Johnny Cash Presents The Everly Brothers				Smothers Brothers Comedy Hour				
	AVERAGE AUDIENCE (Households (000) & %)			5,970 / 10.2		7,660 / 13.1		7,140 / 12.2		6,490 / 11.1	11.0*		11.2*	6,320 / 10.8	10.9*		10.7*	
	SHARE OF AUDIENCE %			24		29		26		22	22 *		22 *	22	22 *		23 *	
	AVG. AUD. BY ¼ HR. %			10.0	10.3	12.6	13.6	12.3	12.1	10.5	11.6	11.5	10.8	10.9	10.8	11.0	10.4	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			8,780 / 15.0		8,190 / 14.0		10,000 / 17.1		13,160 / 22.5				13,750 / 23.5				
				Where's Huddles		Gomer Pyle-USMC ®		Beverly Hillbillies ®		Medical Center ®				Hawaii Five-O ®				
	AVERAGE AUDIENCE (Households (000) & %)			7,610 / 13.0		7,660 / 13.1		8,950 / 15.3		10,350 / 17.7	17.4*		17.9*	11,580 / 19.8	19.7*		19.9*	
	SHARE OF AUDIENCE %			31		29		32		35	35 *		35 *	41	40 *		43 *	
	AVG. AUD. BY ¼ HR. %			12.5	13.4	13.0	13.2	14.5	16.0	17.1	17.8	17.8	18.0	19.4	20.0	20.3	19.6	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			11,880 / 20.3						10,120 / 17.3				7,780 / 13.3				
				The Virginian ®						Kraft Music Hall (Kraftco)				Then Came Bronson ®				
	AVERAGE AUDIENCE (Households (000) & %)			8,250 / 14.1						7,080 / 12.1				5,670 / 9.7				
	SHARE OF AUDIENCE %			31	13.3* / 31 *		14.3* / 32 *		14.7* / 31 *	24	12.0* / 24 *		12.1* / 24 *	20	9.8* / 20 *		9.6* / 21 *	
	AVG. AUD. BY ¼ HR. %			13.2	13.4	13.8	14.8	14.8	14.6	12.1	12.0	12.0	12.2	9.8	9.7	9.4	9.8	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	36.1	36.6	36.2	37.3	38.9	40.9	42.8	45.0	47.0	49.3	49.6	50.0	49.7	49.1	48.2	46.3	
	TV HOUSEHOLDS USING TV (See Def. 1) WK 2	38.9	41.1	42.1	42.7	44.0	46.2	46.7	48.6	48.9	50.1	50.9	50.4	49.3	49.8	47.6	46.0	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. • WED. AUGUST 19, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · THU. AUGUST 13, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			4,860 / 8.3		8,540 / 14.6		10,820 / 18.5		10,000 / 17.1					6,610 / 11.3			
			Animal World		That Girl Ⓡ		Bewitched Ⓡ		This Is Tom Jones Ⓡ					Harold Robbins—The Survivors Ⓡ			
AVERAGE AUDIENCE (Households (000) & %)			4,450 / 7.6		7,370 / 12.6		9,590 / 16.4		7,310 / 12.5	12.1*		12.9*		4,560 / 7.8	7.8*		7.8*
SHARE OF AUDIENCE %			20		31		36		25	24 *		25 *		17	16 *		17 *
AVG. AUD. BY ¼ HR. %			7.7	7.6	11.4	13.9	15.8	17.0	12.0	12.2	13.2	12.6		8.0	7.6	7.5	8.1
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			9,890 / 16.9		9,240 / 15.8				14,800 / 25.3								
			Family Affair Ⓡ			Happy Days			CBS Thursday Night Movies Ⓡ "THE MILLIONAIRESS" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			9,010 / 15.4		5,790 / 9.9	9.3*		10.4*	8,010 / 13.7	13.6*		13.7*			15.0*		12.5*
SHARE OF AUDIENCE %			40		23	23 *		23 *	28	27 *		27 *			31 *		27 *
AVG. AUD. BY ¼ HR. %			14.9	15.8	10.1	8.6	10.1	10.7	13.5	13.6	13.9	13.5		15.4	14.5	13.9	11.1
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,410 / 17.8				13,280 / 22.7				10,650 / 18.2			12,690 / 21.7			
			Daniel Boone Ⓡ				Ironside Ⓡ				Dragnet Ⓡ			Dean Martin Presents The Golddiggers			
AVERAGE AUDIENCE (Households (000) & %)			6,900 / 11.8				9,420 / 16.1				9,540 / 16.3			9,010 / 15.4	15.4*		15.4*
SHARE OF AUDIENCE %			30	10.2* / 26 *		13.4* / 33 *	34	14.7* / 32 *		17.4* / 35 *	32			33	32 *		34 *
AVG. AUD. BY ¼ HR. %			10.1	10.3	13.0	13.9	14.1	15.4	17.1	17.8	15.9	16.8		15.5	15.3	15.3	15.4
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			6,440 / 11.0		8,760 / 15.0		10,820 / 18.5		10,350 / 17.7					7,020 / 12.0			
			Animal World		That Girl Ⓡ		Bewitched Ⓡ		This Is Tom Jones Ⓡ					Harold Robbins—The Survivors Ⓡ			
AVERAGE AUDIENCE (Households (000) & %)			5,380 / 9.2		7,550 / 12.9		9,590 / 16.4		7,140 / 12.2	12.4*		12.0*		4,910 / 8.4	8.9*		7.9*
SHARE OF AUDIENCE %			23		30		35		24	25 *		24 *		18	19 *		17 *
AVG. AUD. BY ¼ HR. %			8.9	9.4	12.2	13.5	15.6	17.1	12.7	12.1	12.5	11.5		9.1	8.7	8.3	7.4
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			8,890 / 15.2		9,180 / 15.7				11,820 / 20.2								
			Family Affair Ⓡ			Happy Days			CBS Thursday Night Movies Ⓡ Ⓑ "OPERATION AMSTERDAM" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)			7,550 / 12.9		5,970 / 10.2	9.9*		10.4*	6,030 / 10.3	9.9*		9.5*			10.9*		11.0*
SHARE OF AUDIENCE %			32		23	23 *		22 *	21	20 *		19 *			23 *		24 *
AVG. AUD. BY ¼ HR. %			12.5	13.4	9.8	10.1	9.9	10.8	10.0	9.8	9.7	9.2		10.6	11.3	11.4	10.5
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			11,290 / 19.3				16,320 / 27.9				13,510 / 23.1			15,150 / 25.9			
			Daniel Boone Ⓡ				Ironside Ⓡ				Dragnet Ⓡ			Dean Martin Presents The Golddiggers			
AVERAGE AUDIENCE (Households (000) & %)			7,720 / 13.2				11,640 / 19.9				12,340 / 21.1			11,520 / 19.7			
SHARE OF AUDIENCE %			32	11.7* / 29 *		14.8* / 34 *	41	17.3* / 36 *		22.4* / 44 *	41			42	20.2* / 42 *		19.2* / 42 *
AVG. AUD. BY ¼ HR. %			11.2	12.1	14.5	15.2	17.0	17.7	21.5	23.3	20.5	21.7		20.5	19.9	19.7	18.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	36.4	37.3	38.1	38.9	39.4	41.5	44.2	47.0	49.2	51.0	51.7	51.5		49.2	47.6	46.7	44.5
WK 2	37.3	38.1	38.6	40.9	42.2	44.1	46.0	48.9	49.8	51.1	51.4	50.3		48.3	47.9	46.8	44.8

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

EVE. · THU. AUGUST 20, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. AUGUST 14, 1970

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	ABC TV TOTAL AUDIENCE (Households (000) & %)			6,320 / 10.8		7,370 / 12.6		7,660 / 13.1				8,310 / 14.2				4,210 / 7.2		
				Flying Nun ®		Brady Bunch ®		← Here Come the Brides ® →				← Love, American Style ® →				PGA Golf Highlights		
	AVERAGE AUDIENCE (Households (000) & %)			5,440 / 9.3		6,200 / 10.6		5,210 / 8.9	8.7*		9.1*	6,140 / 10.5	10.3*		10.8*	3,390 / 5.8		
	SHARE OF AUDIENCE %			27		30		22	22 *		21 *	23	23 *		24 *	13		
	AVG. AUD. BY ¼ HR. %			8.9	9.7	9.9	11.2	8.6	8.7	9.2	9.0	9.9	10.7	11.0	10.6	6.5	5.0	
	CBS TV TOTAL AUDIENCE (Households (000) & %)			6,200 / 10.6		5,910 / 10.1		8,250 / 14.1		13,220 / 22.6								
				Get Smart ®		He & She ®		Hogan's Heroes ®		← CBS Friday Night Movies "NINE HOURS TO RAMA" (9:00-11:30PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)			5,030 / 8.6		4,910 / 8.4		6,900 / 11.8		6,440 / 11.0	9.7*		10.1*		10.9*		12.3*	
	SHARE OF AUDIENCE %			25		24		30		26	22 *		23 *		24 *		28 *	
	AVG. AUD. BY ¼ HR. %			8.5	8.8	8.1	8.7	11.1	12.5	9.5	9.8	10.0	10.2	10.8	10.9	12.2	12.5	
	NBC TV TOTAL AUDIENCE (Households (000) & %)			9,300 / 15.9				14,680 / 25.1										
				← High Chaparral ® →				← NBC NFL Exhibition Football (BALTIMORE VS KANSAS CITY) (8:30-11:10PM) (1)										
	AVERAGE AUDIENCE (Households (000) & %)			6,670 / 11.4	11.0*		11.7*	7,660 / 13.1	11.1*		13.0*		12.7*		13.2*		15.0*	
	SHARE OF AUDIENCE %			32	32 *		33 *	31	29 *		31 *		30 *		30 *		35 *	
	AVG. AUD. BY ¼ HR. %			10.4	11.5	11.7	11.8	10.8	11.4	12.7	13.2	13.2	12.1	12.6	13.7	14.6	15.4	
WEEK 2	**ABC TV** TOTAL AUDIENCE (Households (000) & %)			5,500 / 9.4		7,310 / 12.5		8,010 / 13.7		9,710 / 16.6				10,880 / 18.6				
				Flying Nun ®		Brady Bunch ®		Ghost and Mrs. Muir ®		← Here Come the Brides ® →				← Love, American Style ® →				
	AVERAGE AUDIENCE (Households (000) & %)			4,680 / 8.0		6,200 / 10.6		7,200 / 12.3		7,490 / 12.8	12.1*		13.5*	8,540 / 14.6	14.4*		14.7*	
	SHARE OF AUDIENCE %			23		28		30		28	27 *		29 *	33	32 *		34 *	
	AVG. AUD. BY ¼ HR. %			7.8	8.2	10.2	10.9	11.9	12.6	11.8	12.5	13.2	13.7	13.8	15.0	14.8	14.7	
	CBS TV TOTAL AUDIENCE (Households (000) & %)			7,660 / 13.1		6,960 / 11.9		8,600 / 14.7		10,180 / 17.4								
				Get Smart ®		He & She ®		Hogan's Heroes ®		← CBS Friday Night Movies ® "HOLD ON" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			6,380 / 10.9		5,790 / 9.9		7,430 / 12.7		5,500 / 9.4	9.5*		9.5*		10.0*		8.5*	
	SHARE OF AUDIENCE %			31		26		31		21	21 *		20 *		22 *		20 *	
	AVG. AUD. BY ¼ HR. %			10.6	11.2	9.6	10.2	12.1	13.4	9.5	9.5	9.6	9.4	10.0	10.0	9.7	7.4	
	NBC TV TOTAL AUDIENCE (Households (000) & %)			9,650 / 16.5				11,990 / 20.5						8,480 / 14.5				
				← High Chaparral ® →						← Name of the Game ® →				← Bracken's World ® →				
	AVERAGE AUDIENCE (Households (000) & %)			7,370 / 12.6	12.1*		13.1*	8,250 / 14.1	12.9*		14.6*		14.8*	6,260 / 10.7	10.7*		10.7*	
	SHARE OF AUDIENCE %			34	34 *		34 *	32	31 *		33 *		32 *	24	24 *		25 *	
	AVG. AUD. BY ¼ HR. %			11.6	12.6	13.1	13.1	12.9	12.8	14.4	14.9	14.9	14.7	11.2	10.2	10.4	10.9	

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	35.9	35.8	34.3	34.8	35.0	36.5	37.9	40.3	42.7	43.7	43.8	44.3	45.5	45.5	44.2	43.2	
WK 2	33.2	33.8	34.7	35.7	37.0	39.2	40.1	42.6	44.1	45.3	46.6	46.3	44.4	45.1	44.4	42.6	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75 (1) FOR REM. RATINGS, SEE OP PAGES.

EVE. • FRI. AUGUST 21, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. AUGUST 15, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	PGA Golf Championship (6:00-7:30PM) (1)		Let's Make a Deal		Newlywed Game		Lawrence Welk Show				Engelbert Humperdinck Show®						
TOTAL AUDIENCE (Households (000) & %)			6,730 11.5		7,080 12.1		9,590 16.4				6,260 10.7						
AVERAGE AUDIENCE (Households (000) & %)			6,030		6,030		6,610				4,210						
SHARE OF AUDIENCE %		6.3*	10.3		10.3		11.3	10.7*		12.0*	7.2	7.6*		6.8*			
AVG. AUD. BY ¼ HR. %	6.2	22 * 6.4	31 9.9	10.7	29 9.9	10.6	28 10.1	27 * 11.3	11.8	28 * 12.2	17 8.0	18 * 7.2	6.8	16 * 6.9			
CBS TV			Jackie Gleason Show®				My Three Sons®		Green Acres®		Petticoat Junction®			Mannix®			
TOTAL AUDIENCE (Households (000) & %)			9,010 15.4				7,250 12.4		9,130 15.6		10,000 17.1		12,460 21.3				
AVERAGE AUDIENCE (Households (000) & %)			5,730				6,380		7,370		9,240		9,770				
SHARE OF AUDIENCE %			9.8	9.6*		10.1*	10.9		12.6		15.8		16.7	16.2*		17.2*	
AVG. AUD. BY ¼ HR. %			28 9.4	29 * 9.8	10.2	28 * 9.9	28 10.4	11.5	30 11.4	13.8	37 15.3	16.2	39 15.9	38 * 16.6	17.2	41 * 17.2	
NBC TV			NBC Comedy Playhouse®				Adam 12®		NBC Saturday Night at the Movies® "MASQUERADE" (9:00-11:00PM)								
TOTAL AUDIENCE (Households (000) & %)			8,950 15.3				10,350 17.7		13,400 22.9								
AVERAGE AUDIENCE (Households (000) & %)			6,080				8,890		7,550								
SHARE OF AUDIENCE %			10.4	9.9*		11.0*	15.2		12.9	13.0*		12.7*		13.0*		13.0*	
AVG. AUD. BY ¼ HR. %			30 10.1	30 * 9.7	10.4	30 * 11.6	39 14.8	15.7	30 13.7	31 * 12.4	12.7	29 * 12.6	13.2	30 * 12.9	13.1	31 * 12.9	
ABC TV			Let's Make a Deal		Newlywed Game		Lawrence Welk Show®				Engelbert Humperdinck Show®						
TOTAL AUDIENCE (Households (000) & %)			8,480 14.5		8,950 15.3		10,350 17.7				8,540 14.6						
AVERAGE AUDIENCE (Households (000) & %)			7,610		7,840		8,070				6,200						
SHARE OF AUDIENCE %			13.0		13.4		13.8	13.2*		14.4*	10.6	11.2*		9.9*			
AVG. AUD. BY ¼ HR. %			34 12.5	13.4	32 12.8	14.0	29 13.2	29 * 13.2	14.6	29 * 14.3	22 11.4	23 * 11.0	10.4	20 * 9.4			
CBS TV			Jackie Gleason Show®				My Three Sons®		Green Acres®		CBS NFL Exhibition Football "MINNESOTA VS. HOUSTON" (9:30-10:45PM & 10:55-12:10AM) (2)						
TOTAL AUDIENCE (Households (000) & %)			10,300 17.6				7,720 13.2		10,590 18.1		14,980 25.6						
AVERAGE AUDIENCE (Households (000) & %)			7,140				6,840		9,360		7,780						
SHARE OF AUDIENCE %			12.2	11.4*		13.0*	11.7		16.0		13.3	14.0*		14.9*			
AVG. AUD. BY ¼ HR. %			31 10.9	30 * 11.9	13.4	32 * 12.5	26 11.2	12.1	33 14.8	17.2	30 14.1	29 * 13.9	14.6	30 * 15.1	15.0	13.0	
NBC TV			NBC Comedy Playhouse®				Adam 12®		NBC Saturday Night at the Movies® "BY LOVE POSSESSED" (9:00-11:30PM) (2)								
TOTAL AUDIENCE (Households (000) & %)			10,350 17.7				11,230 19.2		17,020 29.1								
AVERAGE AUDIENCE (Households (000) & %)			6,840				9,890		9,590								
SHARE OF AUDIENCE %			11.7	10.7*		12.7*	16.9		16.4	14.0*		16.2*		17.0*		18.0*	
AVG. AUD. BY ¼ HR. %			29 10.5	28 * 11.0	12.1	30 * 13.2	37 16.5	17.4	34 14.1	29 * 13.9	16.1	33 * 16.3	16.5	34 * 17.4	17.9	38 * 18.2	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	31.0	32.1	32.4	33.5	35.0	37.2	38.3	40.5	41.5	43.1	42.9	43.3	42.4	43.0	42.9	42.0	
WK 2	34.4	35.4	37.5	39.2	40.8	42.9	44.7	46.5	48.5	49.8	49.1	49.0	49.5	49.6	48.4	47.4	

WEEK 1

WEEK 2

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat, See page 8. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR RATINGS, SEE PAGE 38.

(2) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SAT. AUGUST 22, 1970

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. AUGUST 16, 1970

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	Land of the Giants®				The F.B.I.®				ABC Sunday Night Movies® "WHERE THE BULLETS FLY" (9:00-10:45PM)								ABC Weekend News (1)
TOTAL AUDIENCE (Households (000) & %)	6,550 11.2				10,180 17.4				12,230 20.9								
AVERAGE AUDIENCE (Households (000) & %)	4,330 7.4				7,370 12.6				6,490 11.1								
SHARE OF AUDIENCE %	22	6.8*		7.9*	30	11.3*		13.9*	23	13.4*		11.4*		9.6*			
AVG. AUD. BY ¼ HR. %	6.6	21 *		23 *	10.7	28 *		32 *	14.0	29 *		23 *		21 *			
WEEK 1		7.1	7.7	8.2		11.8	13.6	14.3		12.8	12.0	10.8	10.0	9.2	8.6		
CBS TV	Lassie®		To Rome with Love®		Ed Sullivan Show®				Comedy Tonight				Mission: Impossible®				
TOTAL AUDIENCE (Households (000) & %)	6,380 10.9		6,140 10.5		10,470 17.9				10,820 18.5				10,940 18.7				
AVERAGE AUDIENCE (Households (000) & %)	5,270 9.0		5,270 9.0		7,250 12.4				7,430 12.7				8,420 14.4				
SHARE OF AUDIENCE %	28		26		30	11.5*		13.3*	26	12.1*		13.2*	32	14.3*		14.5*	
AVG. AUD. BY ¼ HR. %	8.7	9.3	8.7	9.4	10.7	28 *		31 *	11.9	26 *		26 *	14.3	31 *		33 *	
						12.3	13.5	13.1		12.3	13.1	13.3		14.3	14.5	14.6	
NBC TV			Wonderful World of Disney® "VARDA, THE PEREGRINE FALCON"				Bill Cosby Show (P & G) ®		Bonanza®				Bold Ones®				
TOTAL AUDIENCE (Households (000) & %)			11,120 19.0				8,480 14.5		15,330 26.2				12,050 20.6				
AVERAGE AUDIENCE (Households (000) & %)			7,550 12.9				7,310 12.5		11,520 19.7				9,360 16.0				
SHARE OF AUDIENCE %			34	11.9*		14.0*	29		41	18.2*		21.2*	35	15.6*		16.3*	
AVG. AUD. BY ¼ HR. %			11.3	34 *		34 *				39 *		42 *		34 *		37 *	
				12.4	14.2	13.8	12.1	12.9	16.6	19.8	21.2	21.3	15.7	15.6	16.0	16.6	
ABC TV	Land of the Giants®				The F.B.I.®				ABC Sunday Night Movies® "THE NIGHT OF THE GENERALS" (9:00-11:55PM) (2)								
TOTAL AUDIENCE (Households (000) & %)	8,010 13.7				13,340 22.8				15,320 26.3								
AVERAGE AUDIENCE (Households (000) & %)	5,500 9.4				10,000 17.1				9,070 15.5								
SHARE OF AUDIENCE %	24	9.1*		9.7*	35	15.2*		19.0*	32	15.9*		15.9*		15.7*		15.5*	
AVG. AUD. BY ¼ HR. %	9.3	24 *		24 *		33 *		37 *		30 *		29 *		31 *		31 *	
		8.8	9.5	9.8	14.2	16.2	18.4	19.6	16.3	15.5	15.9	15.9	16.0	15.5	15.5	15.5	
WEEK 2																	
CBS TV	Lassie®		To Rome with Love®		Ed Sullivan Show®				Comedy Tonight				Mission: Impossible®				
TOTAL AUDIENCE (Households (000) & %)	7,660 13.1		7,840 13.4		11,170 19.1				10,940 18.7				10,350 17.7				
AVERAGE AUDIENCE (Households (000) & %)	6,380 10.9		6,840 11.7		7,780 13.3				6,900 11.8				7,960 13.6				
SHARE OF AUDIENCE %	29		29		27	12.1*		14.4*	22	11.8*		11.7*	27	13.3*		13.8*	
AVG. AUD. BY ¼ HR. %	10.2	11.6	11.1	12.2	11.7	26 *		28 *	12.4	22 *		21 *	13.3	26 *		28 *	
						12.5	14.3	14.6		11.2	11.2	12.2		13.4	13.9	13.8	
NBC TV			Wonderful World of Disney® "WILLIE AND THE YANK" PART 1				Bill Cosby Show (P & G) ®		Bonanza®				Bold Ones®				
TOTAL AUDIENCE (Households (000) & %)			11,820 20.2				9,590 16.4		16,320 27.9				12,640 21.6				
AVERAGE AUDIENCE (Households (000) & %)			8,250 14.1				8,310 14.2		13,220 22.6				9,950 17.0				
SHARE OF AUDIENCE %			32	12.7*		15.5*	28		42	21.6*		23.5*	34	17.4*		16.6*	
AVG. AUD. BY ¼ HR. %			12.5	31 *		34 *				41 *		43 *		34 *		33 *	
				12.9	15.1	16.0	13.3	15.1	20.5	22.7	23.7	23.4	17.6	17.1	16.9	16.3	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	31.2	32.7	33.5	35.9	39.8	41.7	42.3	43.3	45.3	48.2	50.1	50.4	47.1	45.5	45.1	43.3	
WK 2	37.2	37.8	39.9	42.0	44.5	47.8	49.9	52.3	53.0	53.6	55.0	55.1	52.0	50.8	50.3	49.4	

U.S. TV Households: 58,500,000 † For Sponsorship Detail, See Audience Estimates by Sponsorship. (R) Repeat. See page B. (B) Originated in Black & White.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See Pages 72-75

(1) FOR RATINGS, SEE OP PAGES.

(2) FOR REM. RATINGS, SEE OP PAGES.

EVE. • SUN. AUGUST 23, 1970